35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JANUARY 30, 1961

Pay tv close as Hartford bid nears approval; cable plan set in Little Rock 23

Tv likely to continue hot, despite upped costs of talent, Petry study says 28

Goodson-Todman new television triple threat in programs, stations, syndication 44

Spray-it-on starch competition means new money for radio and tv promotion 32

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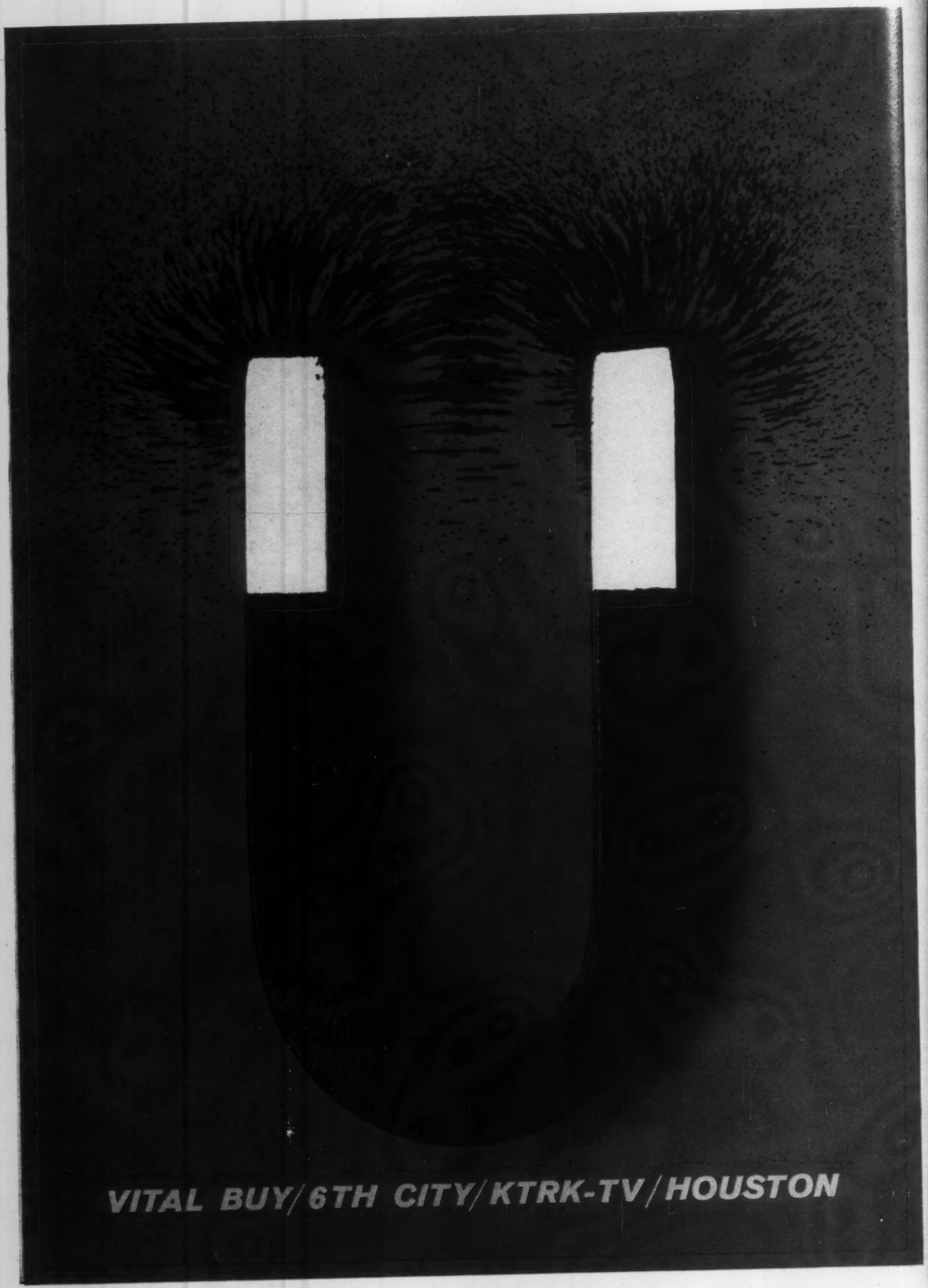
RADIO is the music to a lyrical moment

Who else makes music the magic that can fill a million rooms . . . make a million moods? Who else has the sound that is so entrancingly persuasive? Only Radio creates this warm *response* and only Spot Radio lets you choose the time and place to match it.

	Albuquerque	WINZ	Miami	WRNL	Richmond
	Atlanta	WISN	Milwaukee	KCRA	Sacramento
	Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
	Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
	Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
	Houston	WIP	Philadelphia	KREM	Spokane
	Kansas City	KPOJ	Portland	WGTO	Tampa-Orlando
	Little Rock	WJAR	Providence	KVOO	Tulsa

Radio Division
Edward Petry & Co., Inc.
The Original Station Representative

W YORK · CHICAGO · ATLANTA · BOSTON · DALLAS · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS


VITAL BUY/6TH CITY/KTRK-TV/HOUSTON

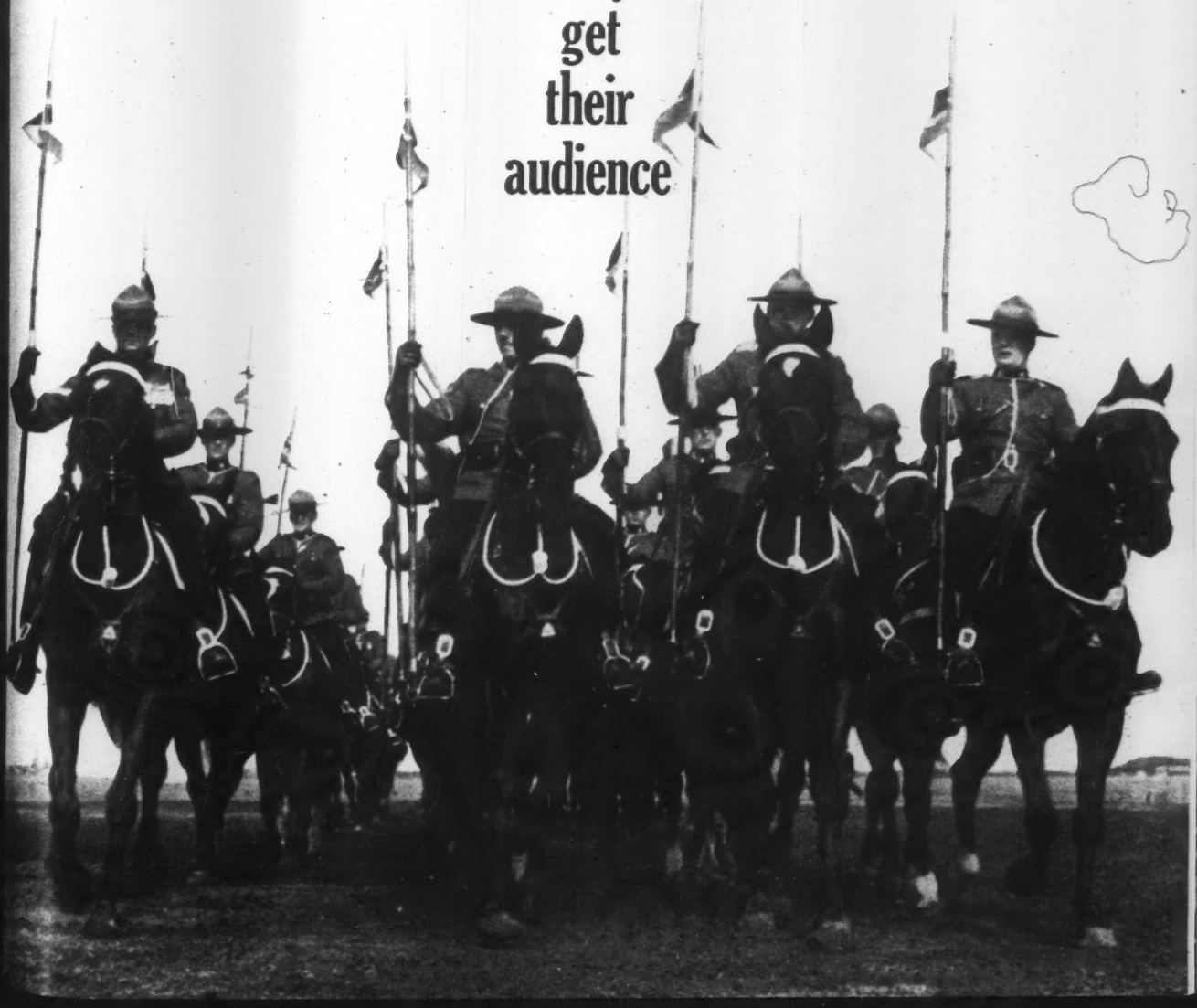
"R.C.M.P." Always Gets Its Audience. Into whatever city the Royal Canadian Mounted Police ride, audiences surrender willingly. A review in Variety tells why: "If there is anything new under television lights . . . ("R.C.M.P.") is it . . . the freshness lies in . . . every character, major and minor . . . Top thesping and solid casting get the credit here, plus some of the nicest lensing ever shown . . . will reach top acceptance wherever it goes . . . high drama and suspense in every show." No wonder audience count soared 800% over previous programming when the "R.C.M.P." series paraded into Atlanta over WLW-A. And Nielsen reveals: Baltimore, WBAL-TV — viewers up 37%; Cleveland, KYW-TV — up 85%; Columbus, WLW-C — up 71%; New York City, WNEW-TV — up 138%; in Los Angeles, KTTV — up 48%; San Diego, KFMB-TV — a rise of 20%.

Success Over And Over Again. In Boston, over WBZ-TV, with a 29.9 rating and 51% share, "R.C.M.P." leads all programs in its time period . . . captures more than twice the audience of its nearest competitor. In Cadillac-Traverse City, Michigan, over WWTV, "R.C.M.P." doubled the ratings of previous programming with a 38.6 rating and a 78% share of audience. "R.C.M.P." is the only dramatic series based on the experiences of the world-famous Royal Canadian Mounted Police ever to receive its official endorsement and cooperation. To capture bigger audiences, mount up and ride with "R.C.M.P."

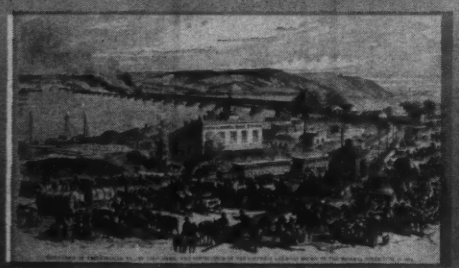
NBC TELEVISION FILMS, A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS

CNP

they always get their audience



WGAL-TV serves the public interest



THE GREAT CENTENNIAL

Footnotes to the Civil War in the Channel 8 Area Every Monday Morning. Each program in this fascinating historical series features a separate community, as many cities and towns in the Channel 8 area were affected by the Civil War. Well-known examples: Battle of Gettysburg, burning of Chambersburg, Confederate occupation of York. This series is just one phase of this station's many activities dedicated to inspire and enlighten the viewers it serves.

WGAL-TV

Channel 8

Lancaster, Pa. · NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Rochester $6.5 million deal

In final stage last weekend was three-way $6.5 million transaction wherein Transcontinent's ch. 5 WROC-TV would be sold to time-sharing stations on ch. 10 (WHEC-TV and WVET-TV). Three Rochester entities would finally become two full-time stations. Acquired would be assets of Transcontinent's WROC-TV with Gannett's WHEC-TV operating fulltime on ch. 10, and Veterans' WVET-TV acquiring assets of ch. 5 WROC-TV. Two would jointly hold real estate and supporting tower from which both stations operate but Gannett would acquire Transcontinent's fm station.

In nut-shell, Transcontinent would receive $6.5 million figure for its tv-fm assets and real estate. Under related contract, Gannett exchanges its half-interest in WROC-TV for assets of WVET-TV. Final agreement covers Gannett's acquisition of fm and real estate for $1,135,000 figure. Transcontinent hopes to acquire another tv station to restore its quota to maximum of five vhfs. (It also owns one uhf — WNEP-TV Scranton-Wilkes Barre, Pa.).

Plum for TvAR?

Deal is all but set for Television Advertising Representatives Inc., house rep for Westinghouse tv stations, to pick one of richest representation plums to be dangled in years. If negotiations go through, TvAR on June 25 will begin representing WTOP-TV Washington, WJXT (TV) Jacksonville, Fla., and WBTV (TV) Charlotte, N. C., which have been looking for new rep since CBS-TV Spot Sales —their rep for many years—was ordered by FCC to quit representing stations not owned by CBS Network.

About $7 million annual spot billings reportedly are involved. WTOP-TV (ch. 9) and WJXT (ch. 4) are owned by Washington Post *and WBTV (ch. 3) by Jefferson Standard Life Insurance Co. All three are primary CBS-TV affiliates. This would be TvAR's first representation of stations not owned by Westinghouse.*

Abolish ratings?

Will effort be made under New Frontier auspices to abolish program ratings? Gaining momentum is notion that ratings should be done away with because of depressing effect on quality programming which loses out to mass appeal programs in lower level entertainment classifications.

This thesis may develop in House Commerce Committee investigation of rating surveys now in paper-work stage. Some light also may be thrown on administration attitude at confirmation hearings on nomination of Newton N. Minow for FCC chairmanship, tentatively set for Feb. 8.

Minow's mandate

One and only mandate given to FCC's incoming Chairman Minow from President Kennedy was to raise level of programming. Mr. Minow has emphasized that his effort will be in that direction although he recognizes anti-censorship mandate of First Amendment and of Section 326 of Communications Act. In this regard, he's believed to see eye-to-eye with FCC's outgoing Chairman Fred W. Ford who, however, will remain member of commission.

Scotus censorship dilemma

Because of dire consequences that could ensue from Supreme Court decision in motion picture censorship case (story page 62), publishing interests are strongly urging petition for reconsideration by losing Times Film Corp. While chances of Supreme Court reconsideration usually are remote, attorneys feel that in light of sharply divided court (5 to 4) and strength of dissenting opinions, reconsideration might be entertained.

First to urge immediate petition to rehear was American Book Publishers Council Inc., which indicated it would support this move amicus curiae *(as friend of court). American Newspaper Publishers Assn. likewise was being importuned to lend its support and it was learned Friday that strong segments among broadcasters favor* amicus curiae *participation through NAB in light of precedent-shattering opinion which would invoke censorship "before the fact." NAB Board session in Palm Springs, Calif., Feb. 8-10 will consider participation.*

Aubrey talks turkey

CBS-TV is still running into some areas of heavy resistance in selling its rotating-minutes sales format to affiliates, but officials say these areas are diminishing and they're now confident plan will succeed. To speed acceptances, President James T. Aubrey Jr. went on closed circuit last Thursday with what some described as "facts of life" talk to stations. What he said in effect was that new plan—sale of minute announcements in 10 a.m. to 12 noon block, effective Feb. 13 (BROADCASTING, Jan. 16, 23)—was dictated by competitive practices of other networks, that CBS-TV had held line as long as it could but that combination of higher prices and less flexibility for advertisers in that morning block left no choice but to face up to changing conditions and meet competition. Lest there be any doubt about seriousness of his appeal and of network's need for more morning business, he suggested only alternative just might be cutback in morning programming.

Study report far away

Despite FCC's action last week breaking legal impasse (see story, page 61), Network Study Staff on programming still is more than year away. After completing talent agency and program packaging phase of inquiry, commission plans to quiz at least two other groups before making final findings. Network staff, headed by Ashbrook Bryant, will turn to big tv producers, such as David Susskind and Robert Saudek, after completing Hollywood phase. Final group on agenda will be three tv networks, still months away.

Hours have it

You can now discount any vague inferences (and possibly hopeful talk) from agency folk that there will or won't be more-or-fewer hour shows on networks next season. Trend seems assured: there'll be more hour shows in prime-time than at any past period in networking.

Murrow to USIA?

Newscast on CBS Radio Friday night reported that Edward R. Murrow would be appointed director of United States Information Agency. Late Friday there was no confirmation from White House or Mr. Murrow who was enroute to New York from Birmingham, Ala., and not available. Among others who were known to have been under consideration for job was Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson International and former NBC president and chairman. He has been member of USIA Broadcast Advisory Board for past two years.

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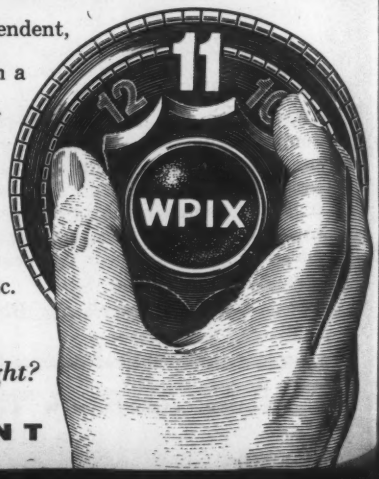
New York is giant in size and sales. It is not easily sold! WPIX-11, New York's Prestige Independent, delivers the "right tool at the right time" — *minute commercials in prime evening hours* in a "network atmosphere" of fine programming, advertisers and audiences. *Programs* like Air Power, M-Squad, Bold Journey, San Francisco Beat, The Honeymooners. *Advertisers* (98% of WPIX advertisers are national) like General Foods, General Motors, P&G, Coca Cola, R. J. Reynolds. A. C. Neilsen has proved there is "no significant difference" between WPIX's Audience and the leading network station in terms of income level, age, occupation, etc. WPIX-11 is a giant-beating opportunity in New York television.



where are your 60 second commercials tonight?

NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

There are signs of a showdown in the long-pending fight by pay tv advocates as FCC approval of a Zenith on-the-air trial in Hartford looms. Telemeter grants cable franchise to community antenna operator in Little Rock. See . . .

PAY TV'S DECISIVE TEST...23

Hope is appearing for continued and stiff competition in television despite increased costs of spot production under new union contracts. Petry analysis holds talent costs should not be a controlling factor in campaign decisions. See . . .

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The versatile Goodson-Todman television team is about to spread out into new types of live and filmed programs, may get into station ownership and syndication. See . . .

NEW GOODSON-TODMAN GAME...44

That simple item in the household laundry, starch, has become one of the exciting features of the current marketing world due to the introduction of spray cans. Radio and tv should benefit from growing competition in field. See . . .

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President Kennedy makes communications history when he allows live broadcasting of his first news conference. Despite the gloomy forecasts of print media, it was a newsworthy and fast-moving conference. See . . .

JFK'S FIRST NEWS CONFERENCE...52

Broadcasters more than lived up to their promises that Sec. 315 relief would bring improved coverage of 1960 political campaigns, according to Sen. Vance Hartke in address to National Religious Broadcasters convention. See . . .

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The FCC's suggestion that broadcasters be prevented from selling stations until they have owned the properties three years seems to have struck an unhappy note in the industry. If trafficking is suspected, FCC can act, it's felt. See . . .

THREE-YEAR SALES BAN HIT...58

The FCC wins a legal victory when U. S. Court of Appeals approves its plan to revoke the ch 5 grant in Boston and to reopen case. See . . .

COURT OK'S FCC IN BOSTON...54

The U. S. Supreme Court engages in some intramural feuding when it issues a 5-4 decision upholding Chicago's censorship of the film "Don Juan." The consequences may be far-reaching. Minority opinion is bitter. See . . .

HIGH COURT OK'S CENSORSHIP...62

Two ABC-TV shows, "The Rifleman" and "Peter Gunn," seem to be holding the attention of CBS-TV, which apparently would like to purloin them for next season. See . . .

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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What's Fargo got that Stamford ain't got?

Fargo has got higher retail-sales-per-household, that's what Fargo's got that Stamford (Connecticut) ain't got!*

And a *whale* of a lot more families of course listen to *both* WDAY Radio and WDAY-TV than live in or near Stamford.

All of which is just to say — us Red River Valley hayseeds spend just about the same money as you wheels who work in New York (or Chicago), and we spend it on pretty much the same things as you do. Except we don't have to buy those commutation tickets, of course!

Ask PGW for *all* the facts!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

**According to BOTH SRDS and Sales Management, Fall, 1960.*

NABET taking ABC strike vote

Threat of strike at ABC developed Friday when National Assn. of Broadcast Employes & Technicians announced in Cincinnati it has instructed its local members at ABC installations throughout country to vote over weekend on strike authorization against network (see story, page 48). Present contract expires midnight Jan. 31.

Clifford Gorsuch, NABET director of network relations, said union took this step after ABC negotiators stalled on union's demand to establish pension plan at ABC. He reported ABC was notified Jan. 24 that further talks on new contract would not be pursued until ABC agreed to concept of pension plan. Mr. Gorsuch added that since ABC had made no overtures by last Friday, NABET negotiators decided to seek strike authorization from its members. He said it would not be "accurate" to say that negotiations had broken down with ABC, since network can resume talks by offering to discuss pension plan.

NABET has been meeting with negotiators from both ABC and NBC since early this month. Mr. Gorsuch said negotiations are still continuing with NBC, which has pension plan for NABET members through RCA. He summarized progress at NBC negotiations this way: "It's still in a state of trading. Things are not quite as bad as at ABC."

ABC officials declined to comment on developments. It was reported network had alerted its non-union employes, who had technical training, to stand by for any emergency.

International Brotherhood of Electrical Workers and CBS which held week-long conferences in Washington, planned to continue sessions this week. Main issue is job security, according to union.

CBS-TV autumn planning ahead of other networks

CBS-TV is closest of three networks to firming its nighttime program schedule for next season, exact reversal of situation last year at this time when CBS-TV was late in planning. Only night badly in need of repair: Thursday, with possibly entire 7:30-9 p.m. block to be reprogrammed. New hour show is expected to fill vacancy on Wednesday, 8:30-9:30, while there's talk *Aquanauts* may be moved from earlier hour that night; Tuesday starts at 7:30 with *Gunsmoke* repeats followed probably with *Rifleman*. New shows mentioned: *Defenders* and *Joey Trouble*, both hour-long, while new one-hour *Gunsmoke* goes into Saturday, 10 p.m. spot.

ABC-TV's scheduling is already taking on substance with sales pitches settling on at least two programs: hour-long *The Corruptors* (Four Star) and *Dr. Kate* (Telman Productions). Of interest among several other shows on ABC-TV's probabilities: Hubbell Robinson's *Studio 61*, made up of hour-long dramas, and Warner's latest, *Las Vegas File*, also one-hour series. Half-hour possibilities: Warner's *Room For One More* (situation comedy) and *Small Town D.A.* (Ziv-UA). NBC-TV's lineup is furthest from settled, mainly because of near-complete revamp said to be as high as 70% of nighttime schedule and possibly higher.

Spotted by FCC

While Navy was given credit in press, it actually was FCC which first pinpointed location of Portuguese cruise ship *Santa Maria* (see story, page 48). Broadcasts of commandeered vessel, which used assigned call letters and regular maritime frequencies, were picked up and identified by several commission monitoring stations on eastern seaboard in early hours Jan. 25. Three definite "fixes" were obtained and this information was relayed to Navy by Frank Kratokvil, assistant chief of FCC field offices, at 3:30 a.m.

New legislation prescribes ethics for Capitol Hill

Continuing Congressional concern with ethics in government reflected in legislation introduced last week.

New York's Republican Senators Jacob J. Javits and Kenneth B. Keating proposed measure to deal with conflicts of interest in legislative branch as well as executive. Rep. John Lindsay (R.-N.Y.) is sponsoring similar bill in House.

New Yorkers' bill would require member of Congress or employe of either House to disclose financial interest of $10,000 or more in any activity subject to regulatory agency jurisdiction. Measure would also require any ex parte exchange between Congressman or Senator and regulatory agency to be made part of public record.

In separate development, joint resolution was introduced calling for creation of Commission on Ethics to help implement Government's code of ethics. Commission would be nine-member quasi-judicial body, composed of representatives of executive and legislative branches and public.

Resolution is being sponsored in Senate by Sen. William Proxmire (D-Wis.) and in House by Rep. Charles E. Bennett (D-Fla.).

Milwaukee stations to switch networks

Exchange of CBS-TV and ABC-TV affiliations in Milwaukee is coming up in April, when Hearst Corp.'s ch. 12 WISN-TV switches from ABC-TV to CBS-TV, and Storer Broadcasting's ch. 6 WITI (TV) moves from CBS-TV to ABC-TV.

WISN-TV signing with CBS-TV was announced Friday by William Goodnow, vp and general manager of station, and Carl Ward, CBS-TV vp and affiliate relations director. WITI alignment with ABC-TV was announced, also Friday, by Lee B. Wailes, executive vp of Storer. Effective dates of changeovers were given as April 30 for WITI, and "In April" for WISN-TV; presumably dates will be made to coincide. Hearst publishes *Milwaukee Sentinel*.

WTMJ-TV (ch. 4), owned by *Milwaukee Journal*, is NBC-TV outlet in Milwaukee.

KMSP-TV Twin Cities joins ABC-TV, replacing WTCN

KMSP-TV Minneapolis-St. Paul (ch. 9) will replace Time Inc.'s WTCN-TV (ch. 11) as ABC-TV primary affiliate in that area effective April 16. Signing of currently independent KMSP-TV was announced last Friday by Julius Barnathan, ABC vice president for affiliated stations, and Don Swartz, president-general manager of station. KMSP-TV is owned and operated by United Television Inc. Signing of KMSP-TV was preceded by reports of differences between network and WTCN-TV regarding affiliation relationship, despite ABC-TV's recent and apparently still untroubled association with WTCN-TV's parent, Time Inc., in co-production of four documentaries this season (BROADCASTING, Nov. 21, 1960).

4.18 viewers per household shown by ARB profile

Average of 4.18 different viewers per household—1.98 males, 2.2 females—watch television in average week, ac-

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Gottlieb

Lester Gottlieb appointed director, special programs, NBC-TV, effective Feb. 16. He replaces **Richard Linkroum** who returns to studio production. Mr. Gottlieb for the last year has been vp of General Artists Corp. talent agency with supervisory responsibility for *Perry Como* show. He formerly spent 11 years with CBS serving as vp, radio programs, director, daytime tv programs, and director, tv program development.

Jack W. Minor, director of marketing, sales and advertising for Plymouth, Valiant and DeSoto, joins Don Fedderson Productions, Hollywood, as vp in charge of sales and development. One time media salesman in East, Mr. Minor was vp of Grant Adv., Detroit, and supervisor of Dodge account before moving to Chrysler Corp., first as advertising-merchandising director of its Dodge Div., then as Plymouth sales vp before his three-model directorship. At Fedderson he will work closely with MCA, which represents majority of company's projects.

Mr. LaReau

Roger LaReau, account executive for past five years in New York office of Petry Tv, appointed to newly-created post of vp and director of client relations for Edward Petry & Co., parent organization. His new responsibilities will encompass both radio and tv and will involve liaison with advertisers and Petry-represented stations. Earlier Mr. LaReau had served in executive sales capacities with Crosley Broadcasting Co., WRDW-TV Augusta, Ga., and WTVN (TV) Columbus.

For other personnel changes of the week see FATES & FORTUNES

cording to American Research Bureau's first "comprehensive" national audience profile report, made public Friday. Based on ARB surveying conducted in November 1960, it shows largest male groups viewing are in 30-39 and 6-12 age groups (average: 0.3 persons in each group per household); among female viewers, biggest groups are 18-29 category (0.36 per household) and 30-39 bracket (0.32 per household). Report, now being received by agency, advertiser and network subscribers, presents breakdown on audience characteristics per network program (BROADCASTING, Dec. 26, 1960).

Tv music license group names two subcommittees

Two subcommittees have been named by NAB's All-Industry Tv Music License Committee to handle details of negotiations with ASCAP. Current tv contracts with ASCAP expire Dec. 31.

Named by Hamilton Shea, WSVA-TV Harrisonburg, Va., to finance subcommittee were Campbell Arnoux, WTAR-TV Norfolk, Va., chairman; Clifford M. Kirtland, Transcontinental Television Corp., and B. Fuqua, WJBF (TV) Augusta, Ga. Mr. Shea is chairman of all-industry group, which held first meeting Jan. 26 in Washington.

William Grant, KOA-TV Denver, was named chairman of subcommittee to study legal aspects of music situation. Also on subcommittee are Charles C. Woodard Jr., Westinghouse Broadcasting Co., and John E. McCoy, Storer Broadcasting Co.

'Hong Kong' test popular

ABC-TV's "experimental" telecasting of two different episodes of *Hong Kong* in different time slots but on same evening (BROADCASTING, Jan. 16) was "resounding success," network reports. Series, normally seen 7:30-8:30 p.m. (EST) time slot Wednesday, was also seen 10-11 p.m. period Jan. 25. Latter showing, pre-empting *Naked City* for evening, won 20.9 Trendex rating and 42.1% share audience. *Naked City* usually captures 43% share audience.

Voice plans super-power portable transmitters

Plans for movable super-power radio station that can be set up in any world crisis spot within month were announced Friday (Jan. 6) by Henry Loomis, Voice of America director.

He will ask Congress for $1,859,000 for portable transmitter which includes one 50kw standard broadcast unit and three 50 kw shortwave units that can be linked together. Entire facility would be mounted on trucks and could be driven, flown or shipped to desired area.

Emergency station, it was reported, could be built within year after congressional approval and could be set up anywhere within 30 days.

Lever shifts two to JWT

Lever Bros., New York, is announcing today (Jan. 30) transfer of Air-Wick account from Foote, Cone & Belding, New York, and its Dinner-Redy account from Kenyon & Eckhardt, New York, and assigning both to J. Walter Thompson Co., New York. Both are active in tv, with Air-Wick billing about $800,000 and Dinner-Redy approximately $650,000 in television. K&E will retain Lever's Imperial Margarine and Pepsodent, and K&E will keep company's Praise, Spry and Handy Andy products.

Kennedy liked conference

President John F. Kennedy was pleased with first news conference Jan. 25, according to Andrew Hatcher, his assistant news secretary. In Columbus, Ohio, talk, he said President plans more live conferences, with number up to networks. He said all news conferences will be conducted on "open" basis with as few restrictions as possible.

TIO activities praised

Review of 1960 activities of Television Information Office highlighted meeting held Friday in its N. Y. headquarters and attended by committee members. Sixty stations in 19 cities which issue tv informational bulletins were praised as well as TIO's new *interaction* publication ,library service and addition of four stations as sponsors. Meeting presided over by Clair McCollough, Steinman Stations.

Business briefly...

R. J. Reynolds Tobacco Co. and **Whitehall Labs Div. of American Home Products Corp.** purchased co-sponsorship of "Report on Hong Kong," special telecast with actor William Holden describing life in western world's last outpost on Chinese mainland. Program has been scheduled for Feb. 2 (Thurs.) in 9-10 p.m. (EST) slot vacated last week by *Witness,* and which will be occupied by new western series, *Gunslinger,* starting Feb. 9. Agencies: William Esty (Reynolds); Ted Bates (Whitehall).

Northam-Warren Corp. (Cutex lipstick, hand care), Stamford, Conn., doubling tv budget. On Feb. 20 firm starts participation in three daytime shows on ABC-TV and seeks night participation. Tv spot schedules start in April in top 20 markets. Agency, Doherty, Clifford, Steers & Shenfield, N. Y.

1ST in Omaha!

...leads in movies

KETV is *the* movie station in Omaha for the 14th consecutive rating period. KETV's nighttime Movie Masterpiece has an 18.5 average rating, Tuesday through Sunday. Runner-up Station Y has only a 5.8 average rating.

...leads in news

More people in Omaha and Council Bluffs, Iowa, watch news on KETV at 10:00 p.m. than on any other station — every night of the week:

KETV	23.0 average
Station Z	21.3 average
Station Y	21.2 average

...leads in prime time

KETV is the leading station in Omaha from 6 p.m. to midnight — every night of the week:

6 p.m. to 9 p.m.		9 p.m. to midnight	
KETV	36.0	KETV	40.0
Station Z	31.0	Station Z	31.0
Station Y	32.0	Station Y	28.0

...leads in top-ten network shows

KETV has *five* of the Top-10 network shows in Omaha.

Source: Nielsen Station Index, December, 1960

CALL H-R NOW

KETV omaha channel 7

Ben H. Cowdery, President
Eugene S. Thomas, V.P.
and Gen. Mgr.

OMAHA WORLD-HERALD STATION
A B C TELEVISION NETWORK

The Embassy of Spain

Senorita Mercedes de Areilza, daughter of His Excellency Jose Maria de Areilza, former ambassador of Spain to the United States, photographed at the Spanish Embassy in Washington, D. C. . . . another in the continuing WTOP-TV series on the Washington diplomatic scene.

REPRESENTED BY CBS TELEVISION SPOT SALES

NEW HORIZONS IN COMMUNICATIONS

The Bell System will spend 2½ billion dollars for new equipment, new services and new ideas this year to grow with America

That's a lot of money.

But the Bell System has been investing in additional plant at a high rate for the past five years.

With those dollars, during that time, we've opened up some far-reaching frontiers.

For example:

We put nearly 15 million *more* telephones into service. We added facilities for a billion more Long Distance calls a year.

We bounced telephone calls off the moon and Echo I as a prelude to a world-wide satellite communication system.

We developed Data-Phone service so that electronic business machines can "talk" to each other over regular telephone lines. (Some day, machines will do more talking than people!)

We extended Direct Distance Dialing so that more than half our customers can dial their own Long Distance calls quickly and easily.

We introduced the lovely little Princess phone that lights up for easy dialing—and the Call Director telephone that gives business a versatile, efficient intercom system in one compact instrument.

More Advances Ahead

We're testing pushbutton phones that are faster than dialing—and an Electronic Central Office that provides telephone services never known before.

We're launching Bellboy—a small pocket receiver that tells you when someone wants to reach you on the phone.

These are only a few of the notable new products and services from Bell Telephone Laboratories being made available for nation-wide use.

Our job is BIG—and growing at a fantastic rate. Right in the midst of America's population explosion, *telephones have been multiplying faster than people!*

More Capital Needed

To meet this demand . . . to improve and extend your service . . . takes dollars by the billions. And investors will continue to put up the billions only if they expect to be reasonably well paid for the use of their money.

Only with continued adequate earnings can we conduct the research and plan the orderly expansion that keep the quality of your telephone service going *up*—while holding the price of it *down*. All these things benefit the telephone user, of course.

But, in addition, those dollars generate local jobs and opportunities—add to national progress and prosperity—and further advance the finest, fastest telephone service in the world.

FREDERICK R. KAPPEL, PRESIDENT
AMERICAN TELEPHONE AND TELEGRAPH COMPANY

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

Jan. 29-Feb. 3—**American Institute of Electrical Engineers** winter general meeting. Statler-Hilton Hotel, New York.

Jan. 30-Feb. 4—**National Retail Merchants Week** sponsored by 11,500 stores of National Retail Merchants Assn. with slogan, "Retailing Serves America."

Jan. 31-Feb. 1—**Advertising Federation of America**, annual mid-winter conference for all advertising and congressional reception. Theme will be "Advertising Says: 'Let's Keep America Rolling Ahead'." James M. Landis, special assistant to President John Kennedy on regulatory agencies, is among speakers. Congressional reception Feb. 1, 5:30-8 p.m. Statler Hilton Hotel, Washington.

Jan. 31—**American Marketing Assn.**, New York chapter, marketing workshop: questionnaire design in marketing research. Lever House auditorium, New York, 4 p.m.

FEBRUARY

Feb. 1—**Television Bureau of Advertising**, showing of "The Progress of Discontent," Statler Hilton Hotel, Washington, D. C., 8 a.m.

Feb. 1—New deadline for comments on FCC proposal to revise annual financial report (Form 324) due from all broadcast stations, including condensed balance sheet, analysis of notes payable, a new income statement and a new breakdown of revenues. Docket 13,842.

Feb. 1—**Deadline** for entries in National Safety Council's non-competitive public interest awards to radio-tv and other public information media entries will be accepted for radio-tv stations and networks, advertisers, daily and weekly newspapers, national news services and syndicates, and labor organizations; consumer and trade magazines and outdoor advertising companies. NSC also will administer **Alfred P. Sloan Radio-Tv Awards for Highway Safety** from among recipients of council's public interest awards in radio-tv and advertiser categories. Two new awards of $1,000 each will be presented to producer and writer of radio or tv programs selected from Sloan Award winners. Official blanks may be obtained from the Council at 425 N. Michigan Ave., Chicago, Ill.

Feb. 1-3—Winter Military Electronics convention, sponsored by National Professional Group on Military Electronics and Los Angeles section, Institute of Radio Engineers. Biltmore Hotel, Los Angeles.

Feb. 2—**Minnesota AP Broadcasters Assn.** Radisson Hotel, Minneapolis.

Feb. 2-3—**NAB Television Code Review Board.** Beverly Hills Hotel, Hollywood.

Feb. 4—United Press International Broadcasters of Minnesota, winter meeting. Leamington Hotel, Minneapolis.

Feb. 4—Directors Guild of America, annual awards dinner dance. Beverly Hilton, Beverly Hills, Calif. Presentation of awards for outstanding directorial achievement in theatrical motion pictures, live and film tv programs.

Feb. 5-6—**Texas Assn. of Broadcasters** spring convention. Commodore Perry Hotel. Austin.

Feb. 5-11—1961 Advertising Week.

Feb. 6—**Hollywood Ad Club** luncheon meeting, 12 noon at Hollywood Roosevelt Hotel. Kevin Sweeney, president, Radio Advertising Bureau, will speak on "Radio 1961."

Feb. 6-7—**U. of Texas** Journalism Seminar, "The Role of the Mass Media in a Democratic Society." Union Bldg., U. of Texas, Austin.

Feb. 6-10—**NAB Board of Directors** winter meeting. El Mirador Hotel, Palm Springs, Calif. Finance committees meet Feb 6; Distinguished Service Award, Membership and Convention Committees Feb. 7; Radio Board Feb. 8; Tv Board Feb. 9; Combined Boards Feb. 10.

Feb. 7—**International Broadcast Awards** banquet of Hollywood Ad Club. 8 p.m., Moulin Rouge, Hollywood. Awards for outstanding broadcast commercials in international competition will be presented.

Feb. 8—Michigan Assn. of Broadcasters annual legislative dinner honoring all members of the Michigan Legislature, Administrative Board and congressmen from that state; Feb. 9—MAB spring convention and business meeting. Jack Tar Hotel, Lansing, Mich.

Feb. 9-11—**Mutual Advertising Agency Network** initial meeting of 1961. Canterbury Hotel, San Francisco.

Feb. 11—**American Women in Radio & Television** Chicago chapter's fourth annual conference. Drake Hotel. Among speakers: Virginia Graham, tv personality; Carter Davidson, international news analyst, WBBM-TV Chicago; Montez Tjaden, promotion manager of KWTV (TV) Oklahoma City and president-elect of the national AWRT; Frank Hogan, executive editor of *McCall's* magazine, and Sid Bernstein, editor of *Advertising Age*.

Feb. 14-15—**Assn. of National Advertisers**, cooperative advertising workshop. Hotel Ambassador, Chicago.

Feb. 15—**Hollywood Ad Club** in-depth clinic on radio sales. Hollywood Roosevelt Hotel, 11 a.m.-2 p.m. Robert Light, president, Southern California Broadcasters Assn. will be chairman.

Feb. 15—New deadline for comments on FCC's proposal to add ch. 9 to Syracuse and ch. 13 to Rochester, both New York, and other changes to bring this about. Replies due Feb. 27.

Feb. 15-17—Institute of Radio Engineers 1961 international solid-state circuits conference. U. of Pennsylvania and Sheraton Hotel, Philadelphia.

Feb. 18—**Western States Advertising Agencies Assn.** annual dinner dance. An award will be presented to the "Advertising Citizen of 1960." Venetian Room, Ambassador Hotel. Los Angeles.

Feb. 22—Broadcast Board of Governors hearings at Ottawa, Ont.

Feb. 22-23—Sixth annual **Conference of Presidents of State Broadcaster Assns.** Shoreham Hotel, Washington, D. C.

Feb. 26—**Broadcast Pioneers**, New York chapter, first of a series of annual salutes to stations. WLW Cincinnati to be honored. 5 p.m., Latin Quarter, New York City. Proceeds will go to the Broadcasters' Foundation Inc.

Feb. 26-Mar. 1—**Pacific Electronic Trade Show.** Great Western Exhibit Center, Los Angeles (components show).

Feb. 28—**American Marketing Assn.**, New York chapter, marketing workshop: new developments in analysis of marketing research data. Lever House auditorium, New York, 4 p.m.

MARCH

March 3-4—**U. of Oklahoma** annual radio-tv conference and clinic. Norman, Okla.

March 9—**Radio & Television Executives Society of New York** annual banquet. 7:30 p.m., Grand Ballroom, Waldorf-Astoria Hotel, New York City.

Advertising Federation of America 1961 Conventions

Feb. 1—AFA annual mid-winter conference and congressional reception. Statler-Hilton Hotel, Washington, D.C.

April 6-7—AFA 1st district convention. Sheraton-Biltmore Hotel, Providence, R. I.

April 13-16—AFA 4th district convention. Dupont Plaza Hotel, Miami.

April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.

May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

There's a way to buy 4 TV markets with one purchase, one film, one billing! AND you can save enough (because of combination rates) to buy an additional market! It's a BIG market — so, you get the additional bonus of BIG co-ordinated promotion and merchandising assistance!

KDUB-TV LUBBOCK, TEXAS
KEDY-TV
KPAR-TV SWEETWATER
KVER-TV CLOVIS, NEW MEXICO
ABILENE

west texas television network

W. D. "Dub" Rogers, President and Gen. Mgr.

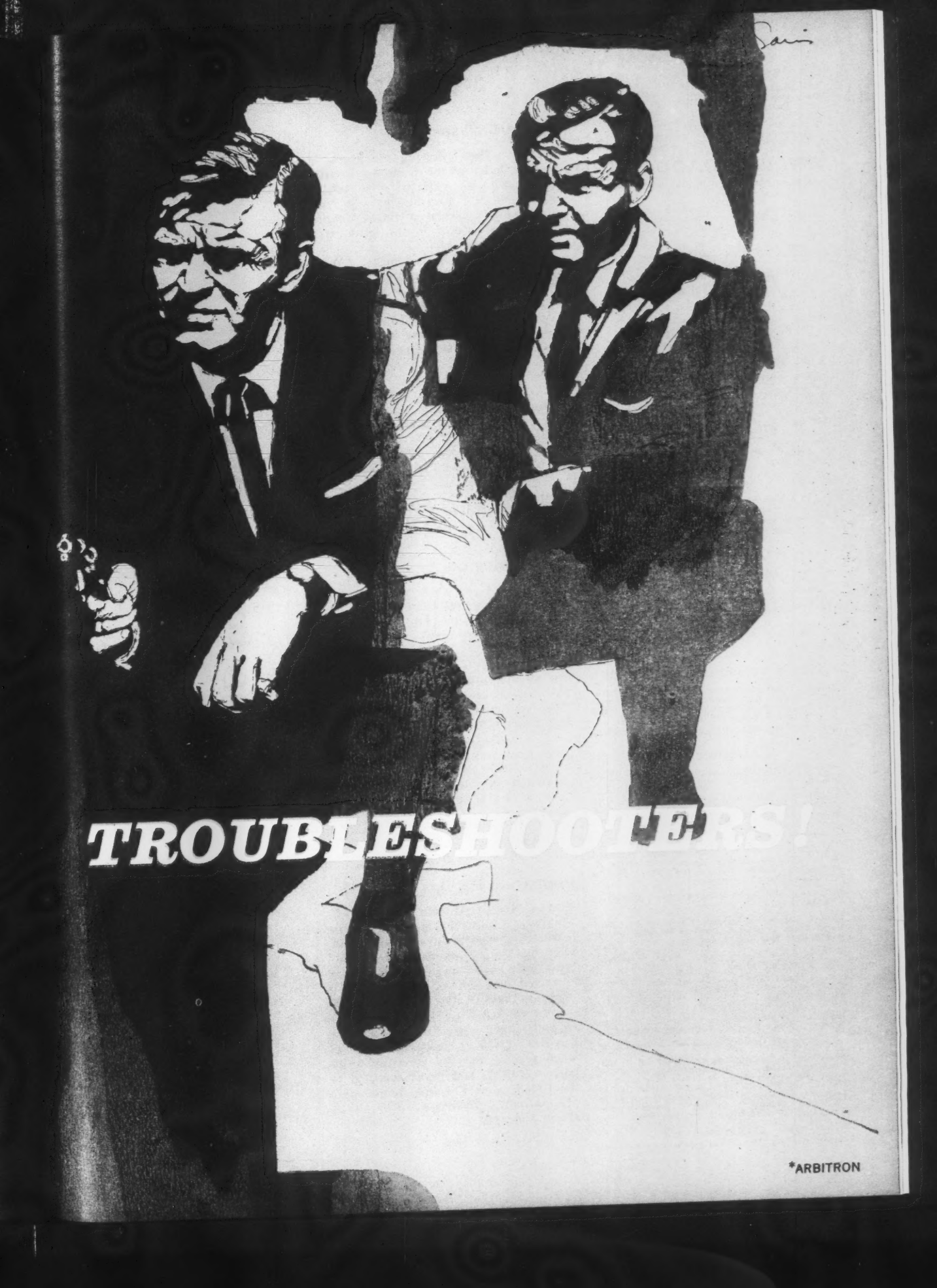
Got a tough market to crack? Call in CBS Films' "The Brothers Brannagan." In seven-station New York, this brand-new detective-action series consistently tops all competing shows! And reports from more than 100 other markets sold to date—Atlanta to Providence, Dallas to San Diego—indicate the Brannagans are taking audiences by storm.*

Sponsor action? Camel, Standard Oil of Indiana, American Stores, Blue Plate Foods, Chesebrough-Pond's, Campbell Soups, Rheingold are staking out customers with 39 Brannagan half-hours.

Co-stars Steve Dunne and Mark Roberts have just completed a month-long, nationwide personal appearance tour, making legions of new friends for the show and its sponsors! Now is the perfect time for you to get in on all the excitement. Just call...

CBS FILMS

"...The best film programs for all stations." Offices in New York, Chicago, Detroit, Los Angeles, Boston, St. Louis, San Francisco, Dallas and Atlanta. And in Canada: S. W. Caldwell Limited, Toronto.


TROUBLESHOOTERS!
*ARBITRON

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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OPEN MIKE ®

Crime & classics

EDITOR: The following paragraph is from a letter to me from my brother David, who is on the editorial staff of *Architectural Forum* and lives in Nutley, N.J. I thought it might interest you. John, quoted in the letter, is a second-grader:

> John asked me last night: "What was the name of that program where that woman wanted that man to stab that other man and he did stab him and he died?" "What?" I asked, wondering what are these kids doing at that television when I'm not around to see that they watch the wholesome stuff. And John said: "You know—that program that had the three witches and all that," Then—and only then—did I remember that we had sat together several weeks ago and watched Macbeth! I tell you, there's some awful stuff on television these days.

W. F. Allison, Account Supervisor, Ketchum, MacLeod & Grove, Pittsburgh.

For viewing only

EDITOR: We were very pleased with your excellent treatment of our new "total tape center" [THE MEDIA, Jan. 9] and wish to thank you for your efforts.

It certainly is ungenerous to point out an inaccuracy . . . but we would like to draw attention to the statement: "The tape control center is linked with the company's large production studio in East Rutherford, N. J., two smaller studios adjoining the control center at 36 W. 44th . . ."

Actually, we do not have two studios at West 44th Street; we have two client viewing rooms . . .—*Jack D. Bozarth, Vice President, Sports Network Inc., New York.*

Premature Ph. D.

EDITOR: I enjoyed your piece on Mr. Minow . . . and think you made it remarkably comprehensive as well as interesting. . . . I am flattered to have been included—though I would have corrected one bit of misinformation [CLOSED CIRCUIT, Jan. 16] if I had remembered that Mr. Minow might still be under the impression that his secretary has a Ph.D. (I broke off my studies when I went into the Stevenson campaign in 1952, and never returned to them.)—*Roxane Eberlein, Secretary to Mr. Minow, Stevenson, Rifkind & Wirtz, Chicago.*

Were you waiting for a picture?

When a jet airliner leaving New York with 106 aboard crashed and burned in a blizzard, UPI transmitted pictures 40 minutes ahead of the second best effort.

United Press International

UPI NEWSPICTURES TELL THE STORY

MONDAY MEMO

from ROGER JOHNSON, vice president-research, EWR&R, Los Angeles

A television commercial need not be a complete gamble

In this era of accelerated scientific accomplishment, moon shots, and electronic brainpower, fewer and fewer manufacturers would risk turning their products loose on the market without first testing them in the laboratory, then in the field.

Yet many of these same companies—spending proportionately as much on promotion as they are on new product development—still aren't taking even the most rudimentary precautions before committing large sums of advertising monies.

Let's Test Commercials ▪ Take tv commercials, for example. We all recognize that there is no substitute for the genuine creativity and educated instincts of experienced professional advertising men any more than there is for the performance of a highly-trained product development team. But most products continually undergo careful analysis before they are marketed while many tv commercials still are aired without benefit of adequate testing.

Erwin Wasey, Ruthrauff & Ryan's program for testing tv commercials was, in effect, pre-tested by our own people for more than six months. And today —in spite of the enthusiastic reception from our clients and our own personnel —we are constantly refining it.

On May 17 of last year, 25 women sat in EWR&R's Los Angeles projection room, watching an hour-long rerun of a *Sugarfoot* episode, complete with six commercials. Frankly, the initial results of this first experimental test were less than successful. We found women were bored watching reruns and took the opportunity during the commercials to talk to their neighbors.

However, after five such small sample tests dedicated to "learning the hard way," we launched the final large-scale test at CBS on July 9. This test proved highly successful and gave official birth to our continuing program; since then we have completed three tests and plan another shortly.

To provide geographical representation, each test is conducted in five cities across the nation—Peoria, Ill., Springfield, Mass., Santa Ana, Calif., Birmingham, Ala., and Dallas, Texas.

A Solid Foundation ▪ We launched the program by sending members of our own and client research departments to each of these cities to hire and instruct interview supervisors and interviewers. At the same time, they arranged also for facilities where tests could be held. Then, to recruit respondents, we sent out letters to names selected at random from phonebooks.

Response to this original request for respondents resulted in approximately a 5% return. Information on return post cards—including age of the housewife, education and family-size—then helped us to develop cross-sections.

More than 100 of the persons returning a card were called by a local interviewer and personally invited to a test. Acceptance and show-up varies from city to city, but averages 80%-90%.

When respondents enter each auditorium, they are greeted by the interviewers, given questionnaires to fill before the program (providing us with additional classification data) and ushered to their seats. As soon as the attendance is complete and questionnaires filled out, the interviewing supervisor in each city delivers a short talk describing the purpose of the test.

When we recruit respondents, and again in this talk, we tell them we are interested strictly in their opinion of the programs. No mention is made of our interest in the commercials because we want to approximate the situation in the home when a person views a television show.

Show's the Thing ▪ Respondents view an hour-long program consisting of two half-hour pilot films. To date, these films have consisted of "preview" episodes of *Pete and Gladys* and a half-hour episode of a western that appeared on television several years ago. Three commercials were spliced into each of these shows. After the two shows have run, respondents are given a second set of questionnaires to complete, describing their reactions to the show (i.e., to the characters in the shows, etc.). No comment on the commercials is called for at this time.

On the following day, five interviewers in each city complete calls to between 40 and 50 respondents. At this time, we state that we would like to find out what commercials the respondent remembers and what points she can recollect about each commercial.

Our interviewers tell respondents that it is their opinions which count whether favorable or unfavorable and urge them to be completely honest. Judging from the amount of comments and criticism we are receiving, we appear to be getting just this. We, quite honestly, have been amazed by the cooperation to date. Telephone interviews have averaged almost an hour and respondents frequently ask if they can come back to participate in another test.

Do They Get Message? ▪ Our telephone interviews provide us more than simply recall data: they probe into what points in commercials appeared particularly important to respondents; elements which are considered to be exaggerated or unbelievable; respondents' opinions on the main themes the commercials were trying to convey, etc.

Results have proved quite stable between tests. To examine statistical deviation, identical commercials have been placed in identical positions from test to test. Variance has been slight. Experiments indicate the only commercial receiving an added benefit because of positioning is the opening commercial. Recall scores between commercials have ranged between 12% and 61%. The average respondent recalls, unaided, three commercials.

We recognize that there are many refinements yet to be made, but we feel our clients are already realizing significant benefits from a blending of qualitative and quantitative information in depth that will result in better and more effective commercials.

Roger Johnson joined the Los Angeles office of Erwin Wasey, Ruthrauff & Ryan Inc., as director of marketing research 10 years ago and was promoted to vice president in 1956. He earlier was associated with George Fry Associates, management consultants, Chicago, and Ford Sammis Marketing Research and Consulting, Los Angeles. Mr. Johnson taught night classes in advertising and marketing at the University of Southern California during an eight-year period.

LOCAL RETAILERS DEMAND IMMEDIATE RESULTS

IN PHILADELPHIA RADIO, THEY BUY **WPEN**

SNELLENBURGS DEPARTMENT STORE has bought **WPEN** for Nine consecutive years. No other radio station can make that statement.

RENAIRE FOOD PLAN selected only **WPEN** to promote a Sunday open house. More than a thousand people responded.

PENN FRUIT SUPERMARKETS uses more time on **WPEN** than on any other two stations combined.

In the Past 5 Years **WPEN HAS CARRIED MORE RETAIL ACCOUNTS THAN ANY OTHER LOCAL STATION.**

OUR BEST SOUND IS A RINGING CASH REGISTER

WPEN
PHILADELPHIA

Represented Nationally by **GILL-PERNA** – New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS . . . **WPEN** – *Philadelphia* • **WSAI** – *Cincinnati* • **WALT** – *Tampa*

KRNT-TV is very big in Des Moines

Big in total audience – see all surveys

Big in total adult audience – see all surveys

Big in service to the community – see Central Surveys

Big in news – five years of dominance – see all surveys

Big in personalities – see Central Surveys

Big in believability – see Central Surveys

Big in local business – see FCC figures

Big in the lives of people in the community–see the people

Big in sales impact – see Katz

KRNT-TV is Des Moines Television

A COWLES OPERATION

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 30, 1961 Vol. 60 No. 5

Now beginning: pay tv's decisive test

WILL CONTROVERSIAL SYSTEM BE ON AIR, WIRE, BOTH, OR NEITHER?

A showdown struggle among promoters of rival systems of subscription television began to shape up last week.

It was triggered by the imminence of FCC approval of a test of Zenith's on-the-air system in Hartford, Conn.

The two principal advocates of wired pay tv responded with expansion plans:

▪ International Telemeter Corp. announced it had granted its first domestic franchise for a cable system—to a well-financed community antenna company in Little Rock, Ark.

▪ TelePrompTer Corp. disclosed intentions to distribute a live telecast of the second Patterson-Johansson championship fight to community antenna systems on a fee basis and to install its own pay tv devices on one of its own catv systems some time next spring.

The Hartford test that the FCC a week before had announced it would authorize (BROADCASTING, Jan. 23) will be conducted by RKO General which bought a uhf station for the purpose. The Zenith Phonevision system will be used. Zenith has been promoting pay tv more than a decade and is the leading advocate of on-the-air transmission of pay tv.

International Telemeter is a pioneer in wired pay tv development. A number of years ago it operated a small system on its own community antenna setup in Palm Springs, Calif. For the past year it has been operating in a suburb of Toronto, Canada (see story next page). Last week it announced it had granted a franchise to Midwest Video Inc., a $5 million catv combine owning 10 community systems in the South and Southwest, to run a Telemeter system in Little Rock. Among the stockholders of Midwest is Winthrop Rockefeller.

International Telemeter President Louis A. Novins said that the company was "now prepared to move ahead" with wired pay tv elsewhere in the U. S.

TelePrompTer is a relatively recent entry in subscription television. Its president, Irving Kahn, said last week he expected about 100 community antenna systems to carry the March 13 fight and to collect fees from subscribers. TelePrompTer has also developed its own Key Tv subscription device and intends to make the first installation next spring on one of its own catv systems in Liberal, Kan.

Telemeter's Plan ▪ In announcing the Little Rock franchise Telemeter's President Novins said the development of Telemeter in the U. S. will be on a "grass roots" basis. "In each area, Telemeter rights will be licensed to a local group that includes important local interests with high standing in the community," Mr. Novins said.

Midwest Video, the Little Rock franchise holder, started its first community tv systems in Greenville, Miss., and in Clovis, N. M. in 1953. Since that time it has added antenna systems in Paducah, Ky.; Dexter and Poplar Bluff, Mo.; Rapid City, S. D.; Austin, Paris, Bryan and Victoria, Tex. The 10 systems serve about 38,000 subscribers.

C. Hamilton Moses, president of Midwest, last week called pay tv "one of the big, fantastic industries of the future." He said if he were 40 years

A new era in presidential reporting begins

All the nation, and much of the rest of the world, received an instantaneous record of President Kennedy's news conference last Wednesday (Jan. 25), the first ever carried live on radio and television. Nearly 400 broadcast and print newsmen attended the conference. Despite all the gloomy predictions of newspaper reporters, the conference was unmarred by camera-seeking reporters. Besides, their questions were as sharp and persistent as at the conferences held by President Eisenhower where radio-tv pickups were recorded and broadcast on a delayed basis. The big State Dept. auditorium accommodated vast quantities of electronic and optical gear, permitting many camera angles. The new CBS "Kennedy Special" rifle microphones, extremely directional, caught reporters' questions. They solved a vexing problem that marred the Eisenhower conferences, where mikes scattered around the room had difficulty picking up questions. (Story on page 52).

younger, he would devote his life to it.

"It's bound to come," he said. "Certainly it should be given a chance in the market place."

Midwest Plans ■ The Midwest investment won't be large. Facilities and programs will be leased; the only capital expense will be for a studio to originate programs. This will cost about $40,000 to $50,000.

The Midwest group believes it can get started about 60 days after the state Public Service Commission issues an order to Southwestern Bell to furnish the facilities. It plans to initiate an all-out promotion plan to sign up subscribers, while it also begins construction of its studio and gathers together a technical crew.

It is planning to handle tapoffs from main Bell circuits itself.

The system will be a three-channel affair, with two channels purveying box office attractions for a fee. The third channel will be a "public service" circuit, providing educational programs, music and other "non-commercial" features, gratis.

The operation will be strictly intrastate, it was stressed. All programs will originate in the studios in downtown Little Rock. There are no plans at present to pick up program material from out of state.

Mr. Moses, the president of Midwest, is the senior partner of the Little Rock law firm of Moses, McClellan, Arnold, Owen & McDermott. He was at one time chairman of the Arkansas Power & Light Co. and also of the Louisiana Power & Light Co. He also has served as president of the Arkansas State Chamber of Commerce.

Winthrop Rockefeller, a Midwest Stockholder, has extensive holdings in Arkansas.

Another stockholder is Walter E. Hussman who represents his own family and that of the late C. E. Palmer. Their holdings include KCMC-AM-FM-TV Texarkana, Tex.; KAMD Camden, Ark., and minority interests in KVMA Magnolia and KXAR Hope, both Arkansas. The interests also own these newspapers: *Texarkana Gazette* and *News, Jacksonville Progress,* both Texas; *Hot Springs New Era* and *Sentinel-Record, El Dorado News-Times, Magnolia Banner-News* and the *Hope Star,* all Arkansas.

Others in the Midwest syndicate are A. B. Cobb, banker; Col. H. Byrd, oilman and a principal stockholder in the Ling-Temco electronics firm; David Grundfast, Sterling Stores, and E. O. Cartwright, Merrill Lynch, Pierce, Fen-

What Telemeter has learned in a year's operation

Programming staple on Telemeter's Canadian system has been first-run movies. Alfred Hitchcock's thriller, "Psycho," starring Tony Perkins and Janet Leigh, was shown last November, drew a 47% tune-in at $1 fee.

Comedian Bob Newhart made three appearances on Telemeter system, drew 10% tune-in each night.

A working laboratory for the Telemeter system of wired pay tv has been in operation in Etobicoke, a Toronto, Canada, suburb, nearly a year. The company has learned enough from it to confirm its belief that there's a big future for its cable coin-box.

The Etobicoke venture has been losing money, especially on programs with high costs, but the percentage of tune-in looks good to Telemeter officials when they project it to an expanded system.

Example: Comedian Bob Newhart appeared a few weeks ago for three nights on Etobicoke pay tv at a $1.25 box-office charge. He drew a total tune-in of about 30% of the 5,800 subscribers. The total take of some $2,175 failed to cover Mr. Newhart's usual fee ($2,500 per performance), but Telemeter officials counted the program a success. It proved in their view that profit is possible with a system less than twice the size of Etobicoke.

As Louis A. Novins, president of International Telemeter, put it: Forget the dollars and cents of Mr. Newhart's Etobicoke appearances. Think if a national pay tv system were in existence and 10% of the subscribers tuned Mr. Newhart in every night for three nights.

Future Telemeter operators—like the Little Rock group that announced its plans last week—will have a vast store of information to draw upon

ner & Smith partner. G. R. Morrell is executive vice president of Midwest. His wife is a stockholder.

The Phone Tie-In ▪ Just why Midwest had to initiate proceedings with the state Public Service Commission to force Southwestern Bell to furnish the facilities is not known.

A Bell system spokesman said that it is necessary to determine whether pay tv is in the public interest and, if so, what rates should be charged.

He was unable to explain why the same procedure was not required during the 1957-58 operation of a pay tv system in Bartlesville, Okla. This was sponsored by theatre chain Video Independent Theatres Inc., also with a major subsidiary operating catv systems in the southwest.

The Bartlesville "theatre in the home" ran for nine months, but was suspended after reaching a peak of about 800 subscribers and losing more than $100,000. The trial began in September 1957 and lasted until May 1958. Subscribers paid $9.50 monthly, a fee later dropped to $4.50, and could watch anything on the two channels. The facilities were built by Video Independent, sold to Southwestern Bell and leased back to the movie chain.

The agreement between Telemeter and Midwest is a regular contract providing for a percentage split between the licensee and Telemeter, it was explained. Terms are fairly flexible, it was stressed, since the Little Rock operation is a pioneering effort for the United States.

Little Rock (pop. 150,000) has about 88,000 tv homes. The Midwest pay tv operation will begin when the town is wired up. There will be no wait for a minimum number of subscribers to sign up.

Broadcast Pay TV ▪ The on-the-air system of subscription tv in Hartford will be undertaken this spring by RKO General, in association with Zenith Radio Co., Chicago radio-tv manufacturer and developer of the Phonevision system of pay tv.

Phonevision originally started with the decoding signal transmitted over telephone lines. It is now an all-broadcast system.

Under a contract with Zenith, RKO General last June applied to the FCC to run a three-year demonstration over ch. 8 WHCT (TV) Hartford, Conn. RKO General bought the uhf station for this purpose. The application, which stated RKO General proposed to spend $10 million on the project, was filed under the FCC's 1959 order that stated the commission would accept applications for a test.

The RKO General application was argued before the FCC *en banc* last October. It was opposed by Connecticut theatre owners. The commission two weeks ago announced it had tentatively approved the test request (BROADCASTING, Jan. 23).

The FCC formal authority is expected to be forthcoming next month. RKO General Vice President Jack Poor has said that the company expects to begin operating in six to eight months when it has 2,000 subscribers signed up.

The Hartford operation will have decoders and encoding equipment supplied by Zenith. An agreement also has been reached which provides that Teco Inc. will perform programming and other services for the RKO General project. Teco is principally owned by Zenith officials and stockholders.

TelePrompTer's Plans ▪ Irving Kahn, TelePrompTer president, reported the company is now negotiating with various catv systems to carry the closed-circuit telecast of the Floyd Patterson-Ingemar Johansson heavyweight championship bout from Miami Beach on March 13. The closed-circuit telecast, staged by TelePrompTer, will be presented in approximately 200 locations —theatres, arenas, halls—and Mr. Kahn estimates that about 100 catv systems also will beam the telecast.

He recalled that he experimented with presenting closed-circuit bouts to community systems last June with the second Patterson-Johansson contest, at which time 14 such installations carried the telecast. Viewers were placed on an "honor" system to pay $2 for watching the telecast. Approximately $23,500 was contributed, Mr. Kahn said.

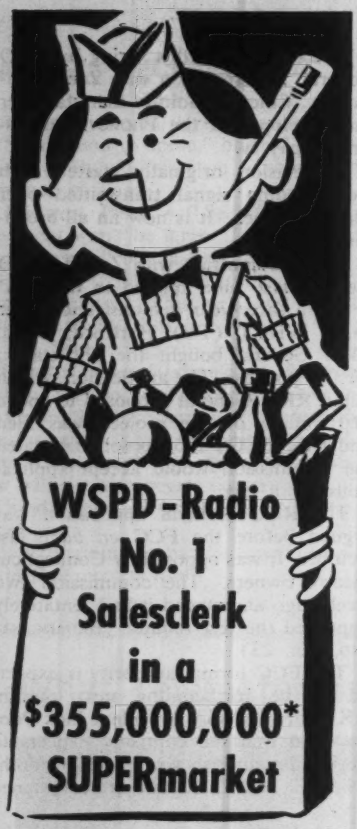
For the upcoming telecast, he added, he hopes to use another system of collecting funds. Before authorizing the telecast to be piped into a catv system, he will request a written guarantee for a certain sum from the owner-operator. He noted that no community system will be serviced if its coverage area con-

Toronto Maple Leafs games from New York's Madison Square Garden have been relayed regularly to Telemeter subscribers. Some have pulled a 20% tune-in. At $1 per game per home, income hasn't met expense.

from the Etobicoke experience, Mr. Novins said. In Etobicoke Telemeter has picked up both operational and technical knowledge that couldn't be obtained any other way.

The Etobicoke system is being operated by Trans-Canada Telemeter Ltd., a division of the Famous Players theatre chain in Canada. Famous Players is 51% owned by Paramount Pictures Inc., which in turn owns International Telemeter Corp. The Etobicoke system began operating last February with 2,000 subscribers.

By last October the system had grown to more than 5,000 connections that were spending an average of 80 cents per week each. The spending figure was estimated by Elliott-Haynes, a Canadian research firm that conducted a telephone survey among subscribers (BROADCASTING, Nov. 7, 1960). Assuming the average of spending still prevails, the Etobicoke operation is now taking in an annual gross of about $240,000.



Puts you on Top in Toledo

WSPD — number one by every audience measurement — Hooper, Pulse, Nielsen. Alive 24 hours a day with effective programming and talent to bolster your sales. More national and local advertisers than any other Toledo station.

*annual food sales in WSPD's circulation area

Let a Katz Representative help you select the most persuasive times.

WSPD-Radio
NBC · TOLEDO
a STORER station

National Sales Offices:
625 Madison Ave., N.Y. 22
230 N. Michigan Ave., Chicago 1

WS 5

Fair trial for pay tv is urged by Pastore

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said last week he favors "a fair trial" for pay tv. "But," he added, "we must ever be careful that free tv is preserved."

He said he will oppose any subscription tv until it can be proven to his satisfaction "that the viewer and listener of free tv will in no way be denied the privileges and opportunities he presently has."

He said the "mistake" pay tv proponents have made in the past has been to include, in their proposed programming, events and programs already available, at no cost, to televiewers.

Televised baseball was mentioned specifically by the senator, who said that "certain baseball moguls" had claimed baseball couldn't live without pay tv. In 1957, Walter O'Malley, owner of the then Brooklyn Dodgers told the House Antitrust Subcommittee a poll had convinced him that pay tv "was the thing" for baseball.

"But you can get any kind of a baseball game—even the World Series—on free tv," said the senator. "The minute they started to include (baseball), it was the worst kind of propaganda.

"You need programs that won't interfere with free tv—something . . . that wouldn't directly or indirectly cause the advertiser to lose interest in this medium" and, consequently, withdraw support of the programs they now sponsor, he said.

Sen. Pastore feels that tv proponents have the "task and responsibility to prove to the satisfaction of the public that the millions upon millions of investors in tv sets will not be relegated to receiving only mediocre and inferior types of programs while those who have the financial means will be in the group to receive the best type of programs."

flicts with a theatre or other location that is booked to present the closed-circuit telecast of the bout, or if it will be burdensome to provide coaxial cable connections. TelePrompTer's Key Tv system will not be ready for operation for the upcoming telecast, Mr. Kahn said.

In a related move, Mr. Kahn reported last Thursday (Jan. 26) that a closed-circuit telecast of the bout from New York's Madison Square Garden has been arranged as a benefit for the New York Heart Assn. The association will sell all seats at prices ranging from $100 for the "golden circle" to $5.50 for balcony seats. Under the terms, all receipts of sales by the association above $5.50 per seat will be donated to the heart organization. Mr. Kahn said he hopes the telecast will establish the effectiveness of such special closed-circuit programs as a medium for raising funds for worthwhile causes.

The Key Tv Plan ▪ A spokesman for TelePrompTer said the company intends to proceed with its plans to test its Key Tv system of pay television in Liberal, Kan., sometime this spring. He noted that TelePrompTer already has a community antenna tv system in Liberal, amounting to approximately 2,000 subscribers.

TelePrompTer's plan is to use Key Tv as a pay tv system in part and also as an advertising-merchandising vehicle and as a carrier of public service-educational programs. Its push-button device, the spokesman said, makes possible the receiving of information from subscribers. In this connection, he added, TelePrompTer has received inquiries about possible advertising possibilities of the system from mail-order houses and credit card companies, which could receive orders for products or services by the push-button device.

TelePrompTer also is planning to establish a subsidiary, in association with Henry Kaiser, to operate both a catv and Key Tv operation in Hawaii Kai, the Kaiser-owned luxury housing development. It would be operated on the pattern of the Liberal project.

Catv's Wave of the Future ▪ Both TelePrompTer and Telemeter have been romancing community antenna operators. At last June's annual convention of the National Community Tv Assn., an organization representing about 700 of the 1,000 cable systems operating in the United States, Mr. Kahn and Paul A. MacNamara, Telemeter vice president, were the featured speakers. Both urged the catv operators to set their sights on pay tv as the coming thing for wired tv companies. It was then that Mr. Kahn introduced his Key Tv device (BROADCASTING, June 27, 1960).

The pay tv battle has been raging since 1947 when the late E. F. McDonald Jr., president of Zenith, proposed programs be sold to viewers.

Both the FCC and Congress have considered subscription tv at various times over the past five years. There have been bills pending in Congress to prohibit tv for pay, but these have never gone far. Opponents of pay tv, however—chiefly theatre exhibitors—have threatened to renew efforts to get Congress to stop pay tv development.

On Charlotte's channel 9 . . . everything's fine!

WSOC-TV takes 74.2% of evening quarter hours in Charlotte

In few major markets of America do advertisers find such massive evening preference for one television station. From 5 to 11 p. m., Monday through Friday, WSOC-TV leads in metro Charlotte quarter hour ratings 74.2% of the time. A preference more than 3 times that of Station B's 20.8%!

Latest ARB, which shows this domination, also reveals many other significant gains by WSOC-TV. Get more for your money. Get on WSOC-TV... one of the nation's great area stations.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

Spot still competitive, fee study shows

COMPARISON PROVES TALENT COSTS FOR NETWORK COMMERCIALS HIGHER

The nation's television stations last week got the most encouraging word they've had on the new AFTRA-SAG performers' union contracts since the early, explosive stages of those negotiations late last year.

The word: Rough as they were on spot broadcasting, and despite earlier fears that spot television might suffer heavy losses to network tv or other media, the new contracts as a rule still keep spot competitive—or better. The significance of this assurance stems from the fact that a number of advertisers, particularly middle-sized and smaller ones, had protested earlier that the new contracts' hikes in talent payments for commercials used in spot television might force them to curtail their spot spending, divert spot money to network or possibly get out of television altogether (BROADCASTING, Dec. 26, 1960).

The source of the new encouraging word was an analysis of the complex new contracts as compiled by the television division of Edward Petry & Co., station representative. Petry officials acknowledged that as spot advertising salesmen they had a point of view to be advanced by the conclusions reached in the analysis. But an independent check of a number of agency sources by BROADCASTING found general agreement, based on their own evaluations, that the fundamental Petry conclusion was sound in holding that talent costs should not be a controlling factor for most clients in deciding between spot and network or, indeed, between spot and any other medium.

Network Participations ▪ If advertisers switch from spot to network tv, the report observed at one point, it will not be because of talent fees but because of networks selling participations, an increasingly sore point with reps and many stations (BROADCASTING, Jan. 23).

The gist of the Petry analysis is to show that although talent rates for commercials used in spot television rose much more than those for network or syndicated program usage, the spot rates started from a much lower base under the old contracts and hence could accommodate a larger hike without surpassing the network or syndicated rates.

"Spot commercial costs will still be lower (than network or syndicated) in most instances," a summary of the Petry report concludes. "The only situation in which the network commercial rate compares favorably with wild spot occurs when an advertiser buys less than 20 markets. Obviously this is not a practical advantage in view of the pattern of network buying."

The spot tv rates are tied to a unit system, based on the population of cities, with a higher rate of payment for larger cities. When a commercial is used on a network program or a syndicated program, the unit system does not apply. The initial fee covers production and first use; subsequent uses are paid on a progressively downward scale (example: first use, $95; second, $70; third, $60 and so on).

Guide to Effectiveness ▪ In releasing the analysis, Martin L. Nierman, Petry executive vice president, said he hoped it would "dispel whatever misunderstandings may have developed from various reports on both the negotiations and the final agreement." He voiced the hope that the study also would "help point the way toward even more effective use of television advertising—and spot television in particular."

Mr. Nierman said, "We prepared this analysis for the stations which we represent and for advertisers and advertising agencies—three groups with an equally large stake in the matter. Television is the largest and most productive of all advertising media. There should be no confusion regarding any factor which affects it or affects the cost of its commercials."

The original threat of reductions in spot tv followed disclosures that talent fees in this area, tied to a unit system, were raised from 30-50%, depending on the number of markets used, while network fees were boosted from 3 to 15%, also depending on the number of uses, with the average about 7% (BROADCASTING, Dec. 19, 1960).

Payment Examples ▪ Petry's analysis provided examples of residual payments for one actor, on camera, and compared the talent fees in comparable situations for spot and network (or syndicated program) tv. In one example the company's computations showed that for a 13-week cycle (unlimited use) the wild spot fee for 21 selected cities would amount to $213.75 as against $795 for 13 uses in 13 weeks in network or syndicated program in the same markets. In the same 21 cities, plus New York and Chicago, the spot fee is placed at $320 (for a network or syndicated program, $795); for eight specific "good-sized markets," an example of the less-than-20-market category mentioned, the spot fee is $223.75 (for network or syndicated program, $210); for the top 150 markets, the spot fee is $385.50 (for a network or syndicated program, $795). All of the examples are in terms of residual payments for one on-camera performer.

In its general summary, the Petry report asserts:

"One point we believe should be made is that the total production cost of commercials including use fees is only about 5-7% of the total tv budget. Even if the increases have been sizeable, the amount in most cases is still not large enough to influence the greater percentage of advertisers. Furthermore, savings can be made by cutting down

Comparison of spot and network talent costs

The difference in union talent costs between a spot and network campaign in 21 cities for a 13-week cycle is shown in this example:

The 21 cities, with units based on the population per city, include: Rochester 1, Buffalo 1, Baltimore 2, Boston 3, Providence 1, New Haven 1, Albany 1, Philadelphia 4, Pittsburgh 2, Durham 1, Atlanta 1, Miami 1, Tampa 1, Jacksonville 1, Norfolk 1, Richmond 1, Washington 2, Cleveland 1, Cincinnati 1, Detroit 4 and Columbus 1 (total, 32 units.).

The cost of the commercial using one actor on-camera in a spot campaign in the above markets is computed as follows, based on the unit prices established in the contracts:

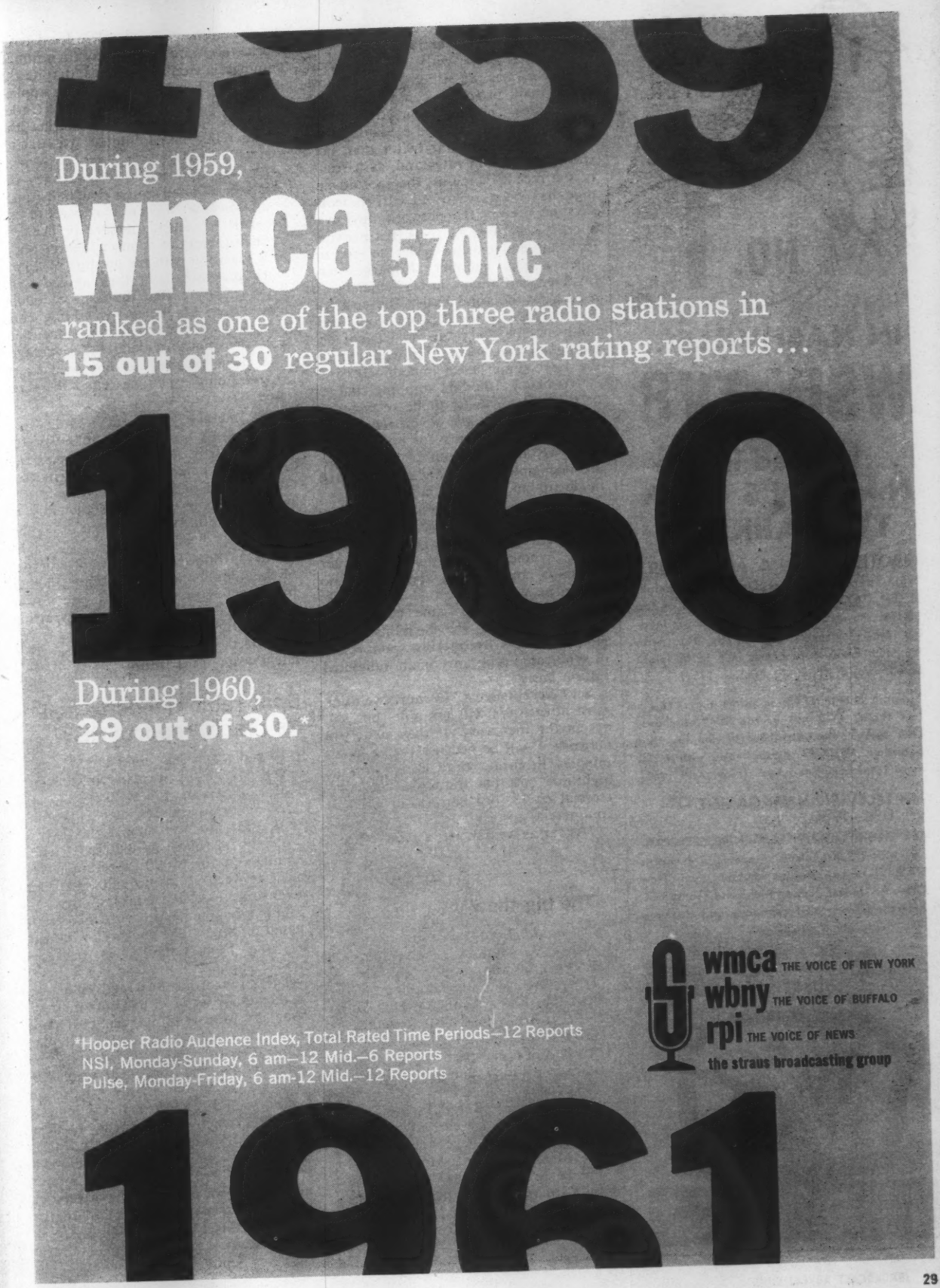
$95 minimum	$95
5 units at $8 each	40
10 units at $5 each	50
5 units at $3 each	15
11 units at $1.25 each	13.75

Total $213.75 for 13-week cycle (unlimited use on these stations).

The cost of network or syndicated program for the same 13-week cycle would be computed as follows:

First use	$95
Second use	70
Third use	60
Next 10 uses $57 each	570

Total $795 for 13 uses, 13 weeks.


1959
During 1959,
wmca 570kc
ranked as one of the top three radio stations in
15 out of 30 regular New York rating reports...
1960
During 1960,
29 out of 30.*
*Hooper Radio Audence Index, Total Rated Time Periods—12 Reports
NSI, Monday-Sunday, 6 am—12 Mid.—6 Reports
Pulse, Monday-Friday, 6 am-12 Mid.—12 Reports
wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group
1961

IN NASHVILLE...

WSIX-TV8

...located in the NATION'S 47th TV MARKET**

*BOTH NIELSEN & ARB REPORT

WSIX-TV rated Number One 6 to Midnight SEVEN DAYS A WEEK. TV-8 with 15 of top 16 Net shows; 20 of top 25 Net shows; leading other Nashville stations by 21% with minimum 8,000 more homes in 6 to Midnight time periods. (Nov. 13 Nielsen 1960)

Again Number One in prime time. Top 5 Net shows, TV-8 has 3; top 10 Net shows, TV-8 with 7. In 6 to 10 P.M. Sunday thru Saturday, WSIX-TV again leads with 6,800 more total homes reached. (Nov. ARB 1960)

**TELEVISION MAGAZINE DEC. 1960

now credits NASHVILLE, TENNESSEE MARKET with 372,000 television homes. This makes NASHVILLE a greater market than New Orleans, Denver, Tulsa, Richmond, Tampa-St. Petersburg, Norfolk-Portsmouth and Jacksonville . . . to name just a few.

VIDEOTAPE NOW . . . TWO 1001-A VIDEOTAPE RECORDERS

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio

Represented Nationally by: PETERS, GRIFFIN, WOODWARD, Inc.

on some of the unnecessary or extra people in the commercials . . .

"Second, even with the increases, wild spot rates are still cheaper in most cases than program commercial network rates. The situation could probably be best summarized by saying that spot rates were by far better than network or program rates and, as a result of the recent increases, the spot advantage has been narrowed. If someone says he prefers the network buy over spot, it is because he feels that network is more convenient, easier to set up when a good number of markets are involved and almost just as efficient on a cost-per-thousand basis The cost for commercials on the network would certainly not be the cause of a client deciding on that route, nor would it, at the same time, be an impediment.

"At first we thought shipping charges or the cost to make duplicate prints in great numbers might have been one of the serious deterrents for spot. However, we are told both of these costs are negligible. Duplicate prints can be made for about $3 each.

"Furthermore, if the program rates work out more cheaply in a certain combination of markets for a particular client, syndicated programs fall under the same cost formula and there is no reason he would have to buy network. We could offer the same commercial rates, yet with all the flexibility of regional markets by offering sponsorship of syndicated programs on an individual station basis.

Sees Acceptance ▪ "In short, we think most advertisers will grumble, but still accept the increases. If they switch to network it will be because they can get minutes in prime time at an average nighttime cost per thousand per commercial of $3, not because of cheaper commercial costs.

"As far as we can see, the advertisers doing commercials on a live local basis works out more expensively than filmed commercials on a spot basis, despite the increases. The local live charge applies each time a commercial runs. Under the wild spot, once in a market the commercial has unlimited use during a given 13-week cycle."

Agency Opinions ▪ Some agency officials questioned noted that there may be reasons why a client may want to use network tv instead of spot tv because of such factors as sponsor identification or association with the prestige of a network program. But they agreed with Petry's analysis that the issue of talent fees should not be an overriding consideration for most clients since network does not provide a cost advantage.

A check of some leading media and programming executives cited these related observations:

▪ The increase in talent fees in spot may be "just a pimple" to many tv advertisers with substantial budgets, but the overall percentage increase in cost to the small or regional advertiser can be burdensome—perhaps sufficiently to dictate a reduction in use of the medium.

▪ There will be more care in production of the commercial to ascertain whether fewer actors can be used and fewer commercials made without impairing the effectiveness of a campaign.

More careful attention will be given talent costs in the future.

The big thaw

Klondike's co-stars (show is on NBC-TV, Monday, 9-9:30 p.m. EST) are doing well with fans, but ratings are only middling and half the show remains unsold. So NBC, Ziv-UA and R. J. Reynolds are throwing out the Alaska Gold-Rush storyline and moving the stars to a sunny climate—*Acapulco,* effective Feb. 27.

In *Acapulco,* Ralph Taeger and James Coburn are cast as adventuring American beachcombers in the Mexican resort. Mr. Coburn has been Mr. Taeger's antagonist in *Klondike,* but in the new plot they'll be friends. R. J. Reynolds' agency is William Esty Co.

Spot radio needs to sell its reach, reports PGW

A radio rep has completed a study of all sales calls it made in the past year, in search of a "key" to get more major advertisers, such as the soap companies, to use spot radio.

Peters, Griffin, Woodward, which estimated some 2,000 "meetings" were held between its radio sales staff and advertiser "decision makers" over the country, has come up with this simply stated finding: "The spot radio industry has not been talking the marketing man's language."

PGW says it has probed deep enough at the advertiser level to know the main issue is "what medium can best penetrate (or reach) a market at an economical cost." PGW points out that industry material has dealt only with radio's total audience; most large advertisers and agencies have invested heavily in reach and frequency analyses for tv but little for radio, and large advertisers' image of spot radio has been one of low reach. PGW's interest in the problem of luring big advertisers led it to a deeper survey, a 100-market study developed by A. C. Nielsen Co. on "Spot Radio's Penetration" (BROADCASTING, Sept. 26, 1960).

John Guider, Pres.-Gen. Mgr., WMTW-TV
Portland, Me.—Mt. Washington, N. H.

Why MT. WASHINGTON TV Bought Warner's "Films of the 50's"

Says John Guider

"You might think we didn't need them"

"We already had what may be the largest film library in the country, including all four major packages.

"But we felt we could not miss this chance to sweeten our schedules with these strong late releases. We owe it to our sponsors.

"They're not only great audience-getters in their own right but they give balance to the good but older pictures in our popular EARLY SHOW and late WORLD'S BEST MOVIES."

Warner's Films of the 50's . . . money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).

STARCH TO BLOOM IN SPRING

Spray brands waiting for warmer weather to resume heavy broadcast buys which paid off last season

A revolution last year in the $100 million (estimated annual retail sales) starch industry spilled over with profitable benefits to broadcast media, and 1961 holds even greater promise. A handful of the newly developed spray starch brands was introduced on tv and radio last summer, and only the winter weather is restraining them, and other new brands from openly renewing a competitive battle that barely got moving before the cold weather hit.

As cotton apparel replaces woolen garments on the nation's consumers this spring, these are some of the brands that will be clamoring for acceptance via tv and/or radio: Glis, Aeromagic, Easy-on, Jet Starch, Lestoil Spray Starch, Liquid Mist Reddi Starch, Perk-Up and Free Time. There are at least half a dozen others, according to one manufacturer, that have come on the market recently in various parts of the country. Glis and Liquid Mist Reddi Starch are reported to be the only ones having national distribution to date.

Report to Date ▪ The brand-by-brand report that follows below includes tv expenditures during the first nine months of 1960 as revealed last week by Television Bureau of Advertising-N. C. Rorabaugh Co.

Glis (Aerosol Corp. of America) $812,000, all in tv spot, with $692,000 of the total spent in the third quarter alone. Agency: Wellesley Adv. Assoc. Inc., Wellesley Hills, Mass. Distribution: east of the Mississippi River. Broadcast outlook: plans to make greater use of spot radio. "Dollars in radio buy more than in tv," James R. Barnet, president of Aerosol Corp., told BROADCASTING last week.

Jet Starch (The Barcolene Co., Boston) $41,000, all in tv spot in the third quarter. Agency: Silton Bros., Callaway Inc., Boston. Distribution: New England. Broadcast outlook: undetermined.

Lestoil Spray Starch (Lestoil Inc., subsidiary of Adell Chemical Corp.); no figures available as the product reportedly just got off the ground in the third quarter. Agency: Sackel-Jackson Co., Boston. Broadcast outlook: tv spot in best available time periods.

Liquid Mist Reddi Starch (Union Starch & Refining Co., subsidiary of Simoniz Co., Chicago) $173,000 in spot tv. Agency: Dancer-Fitzgerald-Sample Inc., Chicago. Broadcast outlook: increased use of tv in view of its rapid distribution to all sections of the country.

Aeromagic (General Aerosols Inc., Shelton, Conn.) $34,000 in spot tv. Spot radio was also used last year, but no figures available. Agency: Lampert Adv., New York. Distribution: currently moving west into Michigan from central New England. Broadcast outlook: plans to increase use of tv spot this year. Dr. Winston H. Reed, president of General Aerosols, is credited as the inventor and originator of spray starch. Aeromagic, which he introduced in May, 1959, was the first brand introduced in U.S.

Easy-On Spray Starch (Boyle-Midway Div., American Home Products) $262,877, all in network tv. Agency: Cunningham & Walsh, New York. Distribution: National. Broadcast outlook: continued exposure on Boyle-Midway's lineup of network tv programs.

Perk Up Instant Spray Starch (T. M. Products Co., Chicago); purchased a few tv spots in third quarter of 1960. Agency: Gourfain & Loeff, Chicago. Broadcast outlook: undetermined .

Free Time Spray Starch (Dynamatics Inc., New Canaan, Conn.); currently using spot tv and radio in upstate New York and in several New England markets. Agency: Wade, Walden & Whitman, Westport, Conn. Broadcast outlook: spot buying will keep up with pace of distribution growth in northeastern states.

A full-house for Detroit's WJBK

In what was believed to be "the most concentrated media advertising purchase" of its kind, the Detroit district of the Lincoln-Mercury (and Comet) Dealers Assn. bought every available spot on WJBK Detroit for a two-week period, beginning Monday (Jan. 23). The buy, placed through Kenyon & Eckhardt, Detroit, on behalf of 21 Mercury and Comet dealers in the Detroit area, consists of a total 2,613 one-minute announcements, plus 92 five-minute newscasts. The average per day comes to more than 200 one-minute announcements during each 18-hour broadcast period.

An unusual sidelight to the purchase was this: K&E submitted the proposal for the campaign on Jan. 20 and it was accepted by the dealer association committee on Jan. 21. The commercials were created by K&E's creative team in New York that same day and produced that night and the following day (Jan. 22) which was a Sunday. A special radio line rented from NBC fed the recorded material to the station in Detroit that same day. It was edited by K&E producers and station technicians that night and the first announcement was broadcast over WJBK at 6:01 a.m. last Monday. Less than three days passed from campaign conception to execution.

HAMM'S TOPS ARB LIST

Favorite commercial of viewers for sixth month

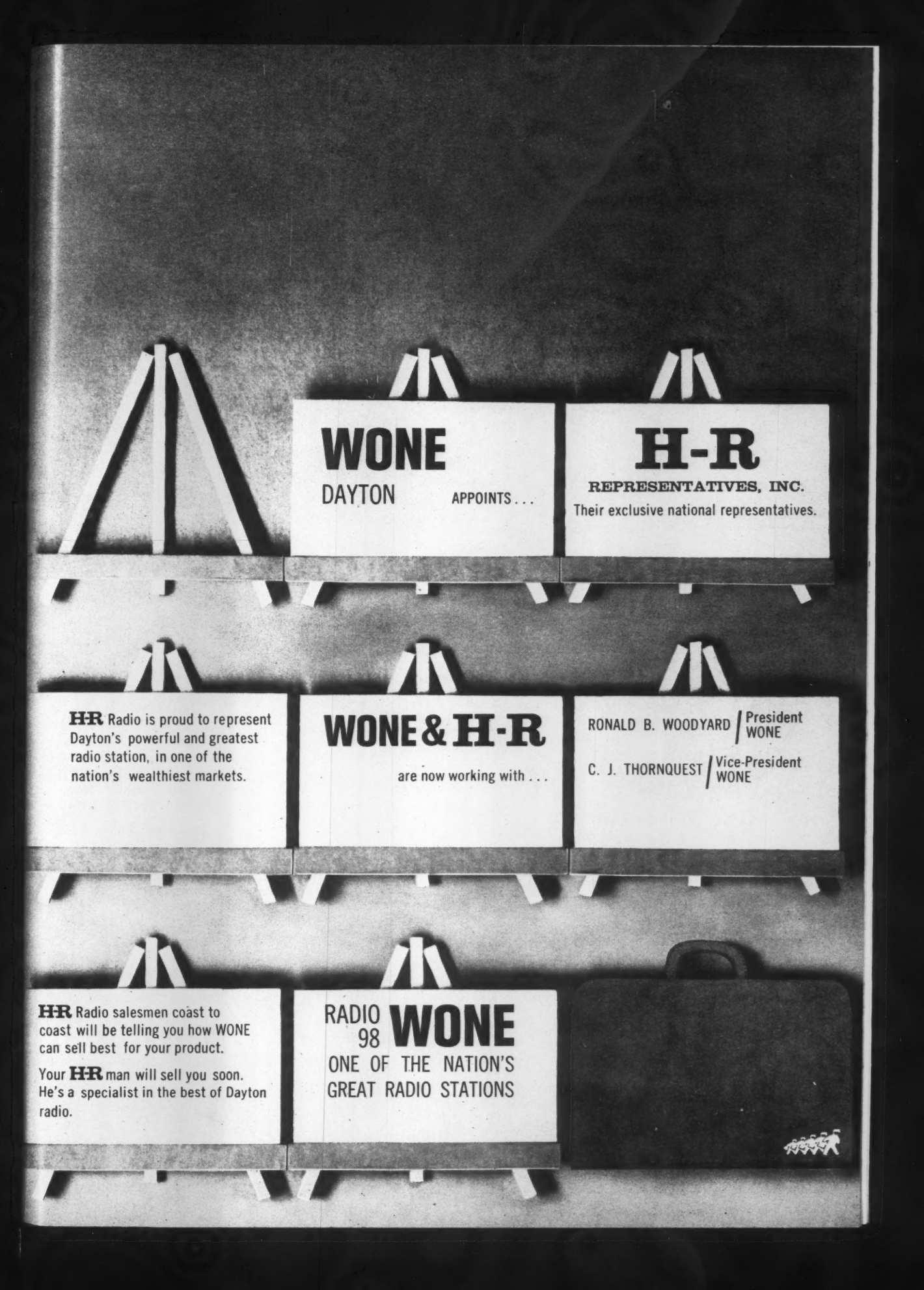
American Research Bureau's November tally of the nation's favorite tv commercials showed Hamm's beer (Campbell-Mithun) in the No. 1 spot for the sixth consecutive time. Runners-up honors went to Ford (J. Walter Thompson) and Piel's beer (Young & Rubicam), a reverse of their positions in the September ranking.

Based on ARB's tv-national report, results were tabulated from diaries placed during the week of Nov. 10-16, in which each diary-keeper noted his favorite tv commercial for the survey week.

The top 25 favorites and their agencies were:

Rank		% commercial mention
1.	Hamm's beer (Campbell-Mithun)	5.4
2.	Ford (J. Walter Thompson)	4.3
3.	Piel's beer (Young & Rubicam)	4.1
4.	Alka-Seltzer (Wade)	3.5
5.	Wrigley's gum (Arthur Meyerhoff & Assoc.)	3.4
6.	Burgermeister beer (BBDO)	3.3
7.	Falstaff beer (Dancer-Fitzgerald-Sample)	2.7
8.	Maxwell House (Benton & Bowles)	2.7
9.	Mr. Clean (Tatham-Laird)	2.3
10.	Johnson baby products (Benton & Bowles)	1.9
11.	Dodge (BBDO)	1.9
12.	Ivory soap (Compton)	1.7
13.	Kellogg's cereal (Leo Burnett)	1.7
14.	Maypo cereal (Fletcher, Richards, Calkins & Holden)	1.6
15.	L&M (Dancer-Fitzgerald-Sample)	1.6
16.	Jax beer (Doherty, Clifford, Steers & Shenfield)	1.5
17.	7-Up (J. Walter Thompson)	1.4
18.	Snowdrift (Fitzgerald Adv.)	1.4
19.	Post cereal (Benton & Bowles)	1.4
20.	Oreo cookies (McCann-Erickson)	1.4
21.	General Electric (Young & Rubicam)	1.3
22.	Jello (Young & Rubicam)	1.1
23.	Campbell soups (BBDO)	1.1
24.	Texaco (Cunningham & Walsh)	1.0
25.	New-Soft (Fitzgerald Adv.)	1.0

These listings do not attempt to measure audience size or effectiveness, but only indicate a preference for the commercial.


WONE
DAYTON APPOINTS . . .
H-R
REPRESENTATIVES, INC.
Their exclusive national representatives.
H-R Radio is proud to represent Dayton's powerful and greatest radio station, in one of the nation's wealthiest markets.
WONE & H-R
are now working with . . .
RONALD B. WOODYARD / President WONE
C. J. THORNQUEST / Vice-President WONE
H-R Radio salesmen coast to coast will be telling you how WONE can sell best for your product.
Your H-R man will sell you soon. He's a specialist in the best of Dayton radio.
RADIO 98 WONE
ONE OF THE NATION'S GREAT RADIO STATIONS

...AND NOW, THE

INAUGURATION

There are no more telling tests of network leadership than those occasions when all three networks broadcast the same event. In recent months this has happened often: the conventions, The Great Debate, the elections. And because it provided the most comprehensive, responsible and perceptive coverage, more people watched each of these events on NBC than on any other network.

Last Friday, the Inauguration ceremonies for President John F. Kennedy were covered by all three television networks.

During those hours when all three networks were simultaneously covering Inauguration events more than half the viewing audience chose to watch NBC. NBC's audience was larger than the combined audiences of the other two networks. In New York alone, WNBC-TV's share was 70% greater than the next station's.*

NBC's coverage reached 28,000,000 families, the largest home audience for any single event or program in television history.**

The reason for this preference? NBC's continuing commitment to the nation's viewers to present all the news with speed, accuracy, clarity and responsibility.

NBC TELEVISION NETWORK

NBC

*TRENDEX 11 AM–3 PM E.S.T. **NBC RESEARCH DEPT. ESTIMATE 11 AM–5:30 PM E.S.T.

HARPER CALLS FOR MORE PRODUCTIVITY

Advertising, marketing, government asked to help

Advertising and marketing services must make a more intensified effort to improve their own productivity, Marion Harper Jr., president of Interpublic Inc. (formerly McCann-Erickson Inc.), said in Chicago last Monday in a talk on marketing and the national growth rate. Among other things, he called for a better audit of advertising and media performance.

He asked the government to aid, too, by trimming personal income taxes, revising laws that fail to encourage full competition and by widening circulation of basic marketing information to eliminate wasteful duplication of research.

Mr. Harper also urged the advertising and marketing industries to establish a "distribution productivity center" as a "workshop for conducting distribution studies and holding seminars." Such a center also "would assemble case histories of programs and methods that have reduced the effort of moving a product between producer and prospect" and would be a central repository for the literature and research of the field.

The claim that we are living in a mature economy with saturated markets "is literary fantasy," Mr. Harper said. In the context of the same argument, advertising is held to be the villain, forcing more goods on people who don't need them, he observed.

Victim, Not Villain ▪ "Rather than being the villain of the piece," he said, "the advertising-marketing profession in a sense is the victim. For the last increment of sales, it must expend excessive funds and energy. In a growing economy, however, the additional sale is much more economical. Energy can be devoted to developing consumer values that meet minimum buying resistance and not be diverted into offensive salesmanship."

How can advertising and marketing improve its own productivity? Here are Mr. Harper's suggestions:

▪ "We should refine methods for auditing of advertising programs to measure their actual accomplishment. We should assign specific objectives to an advertising program; establish benchmarks of awareness and attitudes among prospects, and measure what an advertising program contributes in relation to these benchmarks.

▪ "We should develop new forms of cooperation within the marketing field. This might include new measurements of effectiveness of mass communications in a period when advertising itself has become an almost $12 billion industry, with the prospect of doubling over the next 10 years.

▪ "Each of us should be a kind of missionary for investment in communications research—market research, media research and advertising research.

▪ "While continuing to improve skills in advertising—the largest share of paid communications—we should help build the stature of professionalism in all other marketing communications skills. Too often research, promotion, merchandising and public relations are placed in the shadow of advertising.

▪ "We should encourage investment in product innovation, based on a continuing knowledge of the market.

▪ "We should contribute to the continuing development of market philosophy, both in a practical and theoretical sense. This job should not be left solely to the universities.

▪ "We should shy away from the generalities of advertising's daily vocabulary—nebulous talk about images, impact and reach. This, in itself, would be a gain in productivity.

▪ "The advertising and marketing field might give far less time to introspection and preoccupation with its own image; and devote the time saved to clients and customers."

Raise Output ▪ Touching on the national economy Mr. Harper said we shouldn't spend time debating whether growth rate should be 3%, 5% or 10%. Instead, he said, "if we concentrate on a major program for heightening our productivity—a concerted effort to raise output of goods and services, both public and private—I think we'll be satisfied with the growth rate that emerges."

As for the saturated market argument, Mr. Harper noted that one out of every three American automobiles is at least seven years old. Their replacement would create a market as large as all car ownership outside of the U. S. and would absorb about 3½ years of auto production at its present rate, he said.

Mr. Harper

Holding that continuing wartime tax rates "are now reaching down into incentives for growth and reinvestment and into the supply of funds for personal spending," Mr. Harper said a 10% cut in personal income taxes "would add approximately $4 billion to the after-tax income of consumers." Even if the immediate impact were initially modest, he said, "its cumulative impact in time would far outweigh the tax reduction itself."

He further urged that leaders in government, business and labor who are responsible for creating a favorable economic climate become "more keenly aware of marketing as an economic stimulant." Manufacturing advances are constantly winning attention while "marketing hardly ever rates a mention in contributing to productivity."

Benefits ▪ Advances in marketing, he said, have resulted in better and fuller use of our human resources and thereby have increased productivity. Household innovations, for example, have freed housewives from 12- and 16-hour workdays and added them to the labor force in larger numbers than men in the past decade, he said.

"Appliances, convenience foods, new cleaning aids are all products of manufacturing," he noted, "but almost all of them have been conceived and developed within the area of marketing. They have come about through intensified concern with the changing needs and wants of the consumer. We have no measurement of this total contribution to the national product, but we can judge it to be considerable."

New products are a primary stimulus of economic growth, Mr. Harper continued, and their successful marketing raises total production and living standards. He said government can best "help marketing help national growth" by insuring free competition and effective communications. He called for re-examination of legislation that has protected individual segments of industry or sought to preserve a status quo "under the name of stability." He questioned whether fair trade laws and fixed prices "penalize the efficient for the sake of the inefficient."

Mr. Harper said, "We are experiencing what I might call the marketing frustration of 1961. Like all frustrations, it can best be relieved by determination to do something about it."

His talk was made before a joint luncheon meeting of the Chicago Federated Advertising Club, Sales Marketing Executive Clubs and American Marketing Assn.

LONGER LIFE EXPECTANCY THAN EVER BEFORE!

RCA-6166-A/7007

To replace RCA 6166

First there was the RCA-6166. It gave, and is still giving, outstanding service. But an exploding-growth technology demanded more:

– It demanded more rugged construction

– It demanded longer life expectancy

– It demanded higher voltage and plate dissipation ratings

To meet these demands—to fill these needs—we proudly announce the new RCA-6166-A/7007, a forced-air-cooled beam power tube.

Designed for vhf service in television and as an rf power amplifier in cw applications, this new tube features: Maximum plate dissipation of 12KW • Coaxial-electrode construction • Large-area, low-inductance rf electrode terminals • And efficient external radiator for forced-air cooling.

The RCA-6166-A/7007 can deliver a synchronizing-level power output of 14KW in broad-banded television service at 216 Mc; a carrier power output of 6KW in plate-modulated telephony service using conventional grid-drive circuits operating at 60 Mc; and a power output of 12KW in class C telegraphy service using grid-drive circuits operating at 216 Mc.

ADVANTAGES

- Easily broad-banded
- Improved life expectancy
- Ceramic-metal construction provides extra safety factor during set-up and tune-up
- Has a higher voltage and plate dissipation rating (with lower drive) than 6166
- Wide terminal contact surface
- Silver plating for superior rf conductivity

For more information, contact your RCA Broadcast Tube Distributor, or write Commercial Engineering, *RCA Electron Tube Division, Harrison, N. J.*

RCA

The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

CBS-TV looks hungrily at two ABC-TV shows

NETWORK COVETS 'PETER GUNN,' P&G'S 'RIFLEMAN'

CBS-TV drew a bead on two spots on the ABC-TV night schedule as the competitive battle line for next fall's network programming sweepstakes in prime-time began to take shape last week.

The two programs CBS-TV reportedly aims to corral are *The Rifleman* and *Peter Gunn*. Both are among the few which are advertiser-controlled on ABC-TV. A spokesman for Procter & Gamble, sponsor and controlling advertiser of *Rifleman* (now slotted in the Tuesday, 8-8:30 p. m. period), said the matter was being discussed. But there was no indication that P&G is ready to move the show (it would be placed by CBS-TV in the same Tuesday period).

There also were reports P&G might expect CBS-TV, along with *Rifleman*, to take *The Law and Mr. Jones* (also P&G-controlled and currently in the Friday night ABC-TV lineup at 10:30 p. m.). Bristol-Myers has been controlling advertiser (R. J. Reynolds now alternates) on *Peter Gunn*, which at the beginning of this season was moved by the advertiser from NBC-TV to ABC-TV.

While CBS-TV eyed P&G and other blue-chip business on ABC-TV, Revlon, Ford and NBC-TV were in the talking stage on Revlon's anticipated move into regular tv series sponsorship next season. Revlon during this season has been picking up sponsorships along the way, mostly specials, but says it needs regular bread-and-butter exposure on network tv to add to Splash product's promotion via one-time shot productions. The two possibilities on NBC-TV are *Alfred Hitchcock* (Tuesday, 8:30-9 p. m.) and *Wagon Train* (Wednesday, 7:30-8:30 p. m.) in which Ford already participates.

Revlon seeks to obtain half of Ford's sponsorships in both shows: giving Revlon one-fourth of hour-long *Wagon Train* and half of the 30-minute weekly *Hitchcock*.

Agency planners, heads now deal in time buys

Agency media people at the planning and supervisory levels now deal also with broadcast time salesmen—it's no longer a matter of the salesman making contact with just the timebuyer.

This fact of agency life came last week from Herbert Zeltner, vice president and media director, Lennen & Newell, at a timebuying and selling seminar held in New York under auspices of the Radio & Television Executives Society.

Mr. Zeltner also had two important pieces of advice: (1) salesmen ought to tailor their presentations to specific agency contacts and thus eliminate unnecessary effort and time; (2) they should concentrate on faster servicing, now more important than in the past because agencies are finding it increasingly necessary to speed up account servicing, and buyers are becoming more market-knowledgable.

The Lennon & Newell media head also discussed possible sources of new personnel, suggesting that media people might expedite plans to obtain new blood from colleges, universities and from formal training programs instituted within the agencies themselves. As several other media executives in the past few weeks have done, Mr. Zeltner urged that agencies eliminate "haphazard job-hopping and talent raiding."

Mr. Zeltner also recommended a harder agency look at available rating and audience research, warning that the point has been reached where there's too much to be understood and properly used, and the total cost of these to an agency is becoming excessive.

The top spenders in network television

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

	October 1960	Jan.-Oct. 1960	Jan.-Oct. 1959
Agriculture & farming	$ 157,193	$ 1,663,456	$ 1,497,287
Apparel, footwear & accessories	877,720	6,749,447	4,981,339
Automotive, automotive accessories & equip.	7,176,596	45,013,630	37,857,558
Beer, wine	785,913	6,846,061	5,445,281
Building materials, equipment & fixtures	114,473	1,850,591	2,633,477
Confectionery & soft drinks	1,309,589	11,911,926	9,867,941
Consumer services	387,930	2,987,941	2,673,420
Drugs & remedies	7,925,860	68,204,355	60,017,763
Entertainment & amusement	24,840	867,307	383,278
Food & food products	10,582,460	93,205,047	93,166,675
Freight, industrial & agricultural development	49,270	296,800	263,377
Gasoline, lubricants & other fuels	1,295,635	12,725,425	7,081,940
Horticulture	....	371,250	249,608
Household equipment & supplies	2,556,983	25,241,594	25,147,965
Household furnishings	301,475	4,643,754	3,190,405
Industrial materials	1,901,144	19,436,713	16,956,539
Insurance	988,397	10,796,454	8,477,567
Jewelry, optical goods & cameras	1,816,937	9,751,660	9,466,295
Office equipment, stationery & writing supplies	476,063	2,896,537	3,492,078
Political	839,128	906,268	....
Publishing & media	93,047	1,798,256	5,261
Radio, tv sets, phonographs, musical instruments, accessories	555,496	4,513,909	4,420,591
Retail or direct by mail	56,609	93,401	....
Smoking materials	6,148,353	63,632,607	62,484,911
Soaps, cleansers & polishes	6,224,557	58,003,324	56,181,359
Sporting goods & toys	407,768	2,234,060	1,871,646
Toiletries & toilet goods	9,459,147	93,054,518	84,827,329
Travel hotels & resorts	....	765,173	879,795
Miscellaneous	751,497	7,157,062	6,793,795
TOTAL	$63,264,080	$557,618,526	$510,314,480

TOP 15 NETWORK COMPANY ADVERTISERS

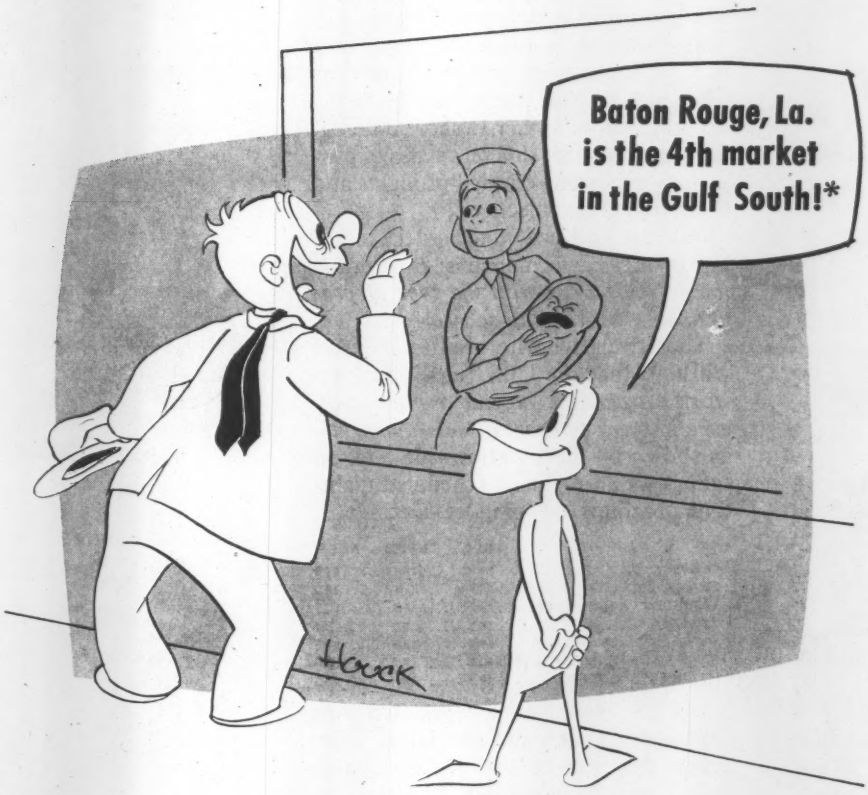
Source: TvB/LNA-BAR
October 1960

1.	Procter & Gamble	$3,602,798
2.	General Motors	3,581,302
3.	American Home Products	2,695,535
4.	Lever Brothers	2,143,068
5.	General Mills	1,936,185
6.	Gillette	1,736,693
7.	Colgate-Palmolive	1,621,495
8.	General Foods	1,548,876
9.	R. J. Reynolds	1,442,976
10.	Sterling Drug	1,254,849
11.	Texaco	1,019,554
12.	E. I. duPont de Nemours	1,017,677
13.	Liggett & Myers	966,611
14.	Philip Morris	957,799
15.	Kellogg	934,356

TOP 15 NETWORK BRAND ADVERTISERS

Source: TvB/LNA-BAR
October 1960

1.	Anacin tablets	867,238
2.	Gillette razors & blades	789,792
3.	Winston cigarettes	656,434
4.	Oldsmobile passenger cars	646,746
5.	Prestone anti-freeze	579,848
6.	Betty Crocker cake mix	557,625
7.	Bayer aspirin	557,500
8.	L & M cigarettes	555,091
9.	Chevrolet passenger cars	542,009
10.	Salem cigarettes	513,590
11.	Longines watches	507,098
12.	Texaco, Inc. (general promotion)	485,550
13.	Commander cigarettes	483,057
14.	Dristan tablets	443,100
15.	Pontiac passenger cars	439,790



We've given birth to a new statistical fact . . . Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South-an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list. Call your Hollingbery man.

NBC ABC

WBRZ *Channel* **2**

Suit Yourself

Every advertiser wants to look his best on television, for he knows that how he looks to his vast audience can greatly affect his sales. And how he looks often depends on the kind of program he sponsors.

For instance, a western or a mystery may be tailor-made for one advertiser while a comedy or drama may bring the best results for another. In short, different advertisers require different types of programs – depending on their products and their marketing objectives.

But to *any* advertiser, the crucial test of a network's performance is: *How well is the network doing with the type of programming he wants to sponsor?*

The advertiser who applies this test will find that the CBS Television Network *attracts the biggest average audience in every category of entertainment* – as shown by these nationwide Nielsen ratings for all regularly scheduled nighttime programs (6-11 pm, Oct.-Dec. 1960):

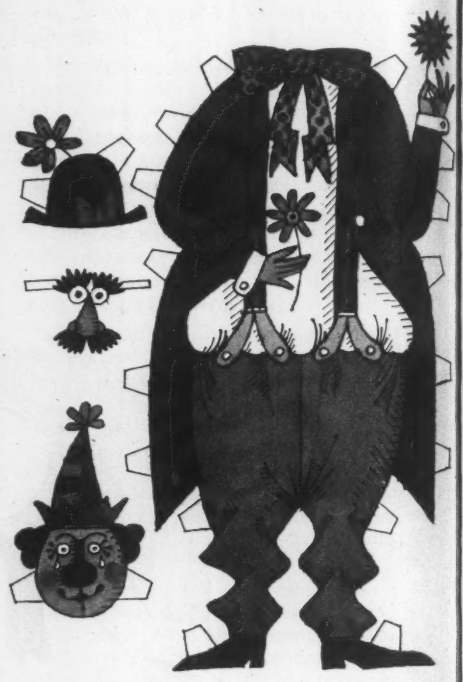
	CBS ◉	NET B	NET C
COMEDY	19.9	18.1	17.0
DRAMA	15.9	NONE	13.8
VARIETY & PERSONALITY	20.1	14.8	18.5
WESTERN	25.2	20.7	22.4
MYSTERY & ADVENTURE	19.6	18.3	14.5
NEWS, PUB. AFFAIRS, SPORTS	13.5	9.6	13.8
TOTAL NIGHTTIME	19.3	18.0	17.6

The CBS Television Network also wins the biggest average audience for *all* nighttime programs with *the most evenly balanced schedule in network television* – as shown by these percentages of network time devoted to various types of programs:*

	CBS ◉	NET B	NET C
COMEDY	25%	19%	9%
DRAMA	13	0	8
VARIETY & PERSONALITY	19	6	21
WESTERN	12	21	27
MYSTERY & ADVENTURE	20	47	25
NEWS, PUB. AFFAIRS, SPORTS	11	7	10
TOTAL	100%	100%	100%

This unique achievement of audience leadership and program balance gives advertisers their greatest assurance of success with the kind of program that suits them best. It also explains why for the past six years advertisers have committed more of their budgets to this network than to any other single advertising medium. They like our styles.

CBS TELEVISION NETWORK



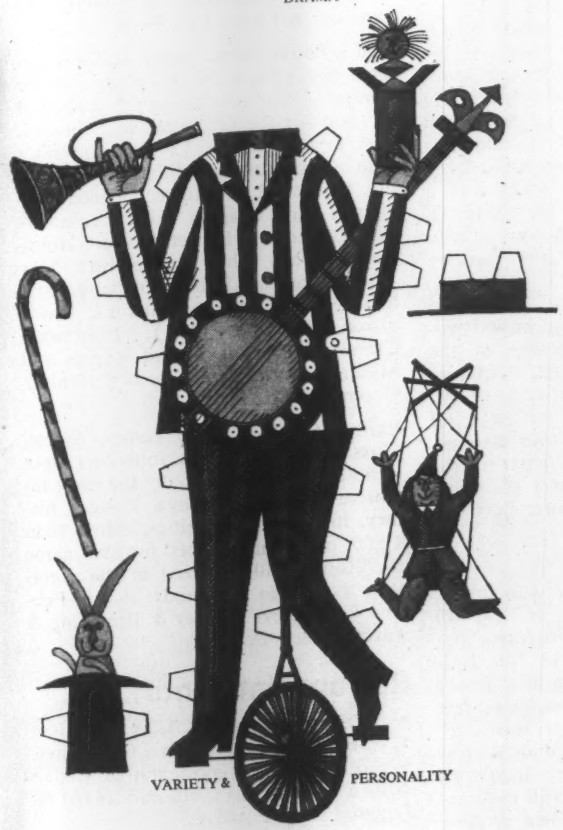
COMEDY

NEWS, PUB. AFFAIRS, SPORTS

*Program titles on request.

DRAMA

MYSTERY & ADVENTURE



VARIETY & PERSONALITY

WESTERN

Gillette adds million to network tv output

Gillette Safety Razor Co., Boston, is putting an extra $1 million in network tv before next spring. This is on top of the regular boxing, bowling, baseball and football budget and should bring the total somewhere near $13 million for the year that started last fall.

The new money is divided among eight nighttime shows on three networks, a total order that calls for 106 minute commercials for the period culminating on Father's Day, June 18. Augmenting the year-around Friday fights and bowling on ABC will be *The Roaring 20's, Stagecoach,* and *The Islanders* (and the new *Asphalt Jungle* which replaces *The Islanders* in April). On CBS Gillette will have minutes in the new *Gunslingers,* which replaces *The Witness* this week, and on NBC *The Americans, Michael Shayne, The Outlaws,* and *Laramie.*

A. Craig Smith, vice president and advertising director, said the extra tv would give the company exposure during the first half of the year comparable to that in the second half when Gillette sponsors the All Star baseball games, World Series (both on NBC, tv and radio), NCAA football (ABC-TV) and year-end football specials (NBC, tv and radio), all in addition to the continuing boxing-bowling Saturday hour on ABC-TV.

Informed outside estimates are that the new winter-spring package brings the Gillette yearly tv billing above the record level reported last spring, when Gillette contracted for an $8.5 million fight-baseball-football package on ABC-TV (BROADCASTING, March 21, 1960).

Schick moves to NC&K as A.S.R. appoints B&B

The second stage of a chain reaction conflict of product interests occurred last week when broadcast-heavy Schick Inc. took its electric razor account (it billed more than $3 million in 1960, half of which was spent in broadcasting) from Benton & Bowles to Norman, Craig & Kummel.

Earlier this month, B & B was appointed to handle the Gem safety razors and blades, Pal injector and Personna blades account (BROADCASTING, Jan. 23, 1961) for A. S. R. products, a division of Philip Morris Inc. A. S. R. had billings of $1.6 million, or only one half of the amount involved in the Schick account, but B & B also handles the advertising for Parliament cigarettes, another Philip Morris product. It was this conflict which is believed responsible for the agency accepting the A. S. R. account, formerly handled by Kenyon & Eckhardt.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Jan. 19-25 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington, D. C.

Date	Program and Time	Network	Rating
Thurs., Jan. 19	**Untouchables** (9:30 p.m.)	ABC-TV	36.9
Fri., Jan. 20	**Flintstones** (8:30 p.m.)	ABC-TV	29.9
Sat., Jan. 21	**Gunsmoke** (10 p.m.)	CBS-TV	28.7
Sun., Jan. 22	**Candid Camera** (10 p.m.)	CBS-TV	34.5
Mon., Jan. 23	**Danny Thomas** (9 p.m.)	CBS-TV	23.0
Tue., Jan. 24	**Garry Moore** (10 p.m.)	CBS-TV	24.8
Wed., Jan. 25	**Perry Como** (9 p.m.)	NBC-TV	25.3

Copyright 1961 American Research Bureau

Hamms signs contract for baseball colorcasts

Theo. Hamm Brewing Co., St. Paul, Minn., signed a $1.5 million two year contract with WGN-TV Chicago last Wednesday for the colorcasting of the daytime home games of the Chicago Cubs and White Sox. Hamm's will be half-sponsor of the games.

The rapidly growing beer firm has sponsored baseball on WGN-TV for the past eight years, with last year the first in color. Night games are in black-and-white. Campbell-Mithun, Minneapolis, is Hamm's agency.

A heavy broadcast advertiser that is aiming for eventual full national distribution, Hamm's this season will sponsor the new Minnesota Twins (formerly the Washington Senators) at home and on the road on radio and tv. Hamm's will use a regional radio network of some 40 stations in five states and a tv network in that area of 10 to 12 stations. Key outlets have not yet been selected. Hamms owns the radio-tv rights to the Twins.

The brewing company this season will be in the second year of its two-year contract for sponsorship of the Baltimore Orioles on WBAL Baltimore and a regional radio network of 40 stations and on WJZ-TV, that city, and a regional tv network of four stations. Hamm's owns radio-tv rights to the Orioles. The firm took over the Gunther Brewing Co., Baltimore, in 1959.

Business briefly...

Procter & Gamble Co., Cincinnati, through Benton & Bowles, N. Y., will sponsor three special programs on NBC-TV this spring—*How Tall Is a Giant,* a repeat presentation of a drama presented under P & G auspices last June and now scheduled for March 23 (7:30-8:30 p.m. EST); the annual presentation of the television industry's "Emmy" awards on a date still undetermined, and *The Square World of Jack Paar,* consisting of filmed sequences of Mr. Paar's various trips abroad, which is set for Jan. 31 (10-11 p.m. EST).

Carling Brewing Co., Carling's Black Label beer, Cleveland, and **The Mennen Co.,** Morristown, N. J., signed co-sponsorship of the Patterson-Johansson heavyweight championship fight March 13 (Monday) on ABC Radio. There will be no home tv coverage of the fight, which will originate in Miami. The entire radio package for the fight is valued at over $350,000, according to Robert R. Pauley, ABC vice president in charge of the radio network. Agencies: For Carling—Lang, Fisher & Stashower, Cleveland; for Mennen—Warwick & Legler Inc., N. Y.

Red L Foods Corp., frozen seafood dinners, Great Neck, N. Y., plans a major Lenten season advertising drive on spot tv. Starting the first week in February, Red L will blanket 13 major markets with a series of nine different one-minute, 20-second and 10-second commercials in prime tv spots. All the commercials star Edward Everett Horton, Hollywood actor. The market list: New York, Syracuse, Buffalo, Albany-Troy-Schenectady, Boston, Hartford, Providence, Portland (Me.), Pittsburgh, Cleveland, Detroit, Grand Rapids and Minneapolis-St. Paul. Agency: Smith/Greenland Co., N. Y.

Parker Brothers Inc., games, Salem, Mass., has launched a four-week spot radio campaign, reportedly the most intensive in the company's 78-year history, in 23 southern cities. More than 1,500 one-minute spots for the game of "Rook" will be aired in the eight-state campaign that ends in mid-February. Agency: Badger & Browning & Parcher Inc., Boston.

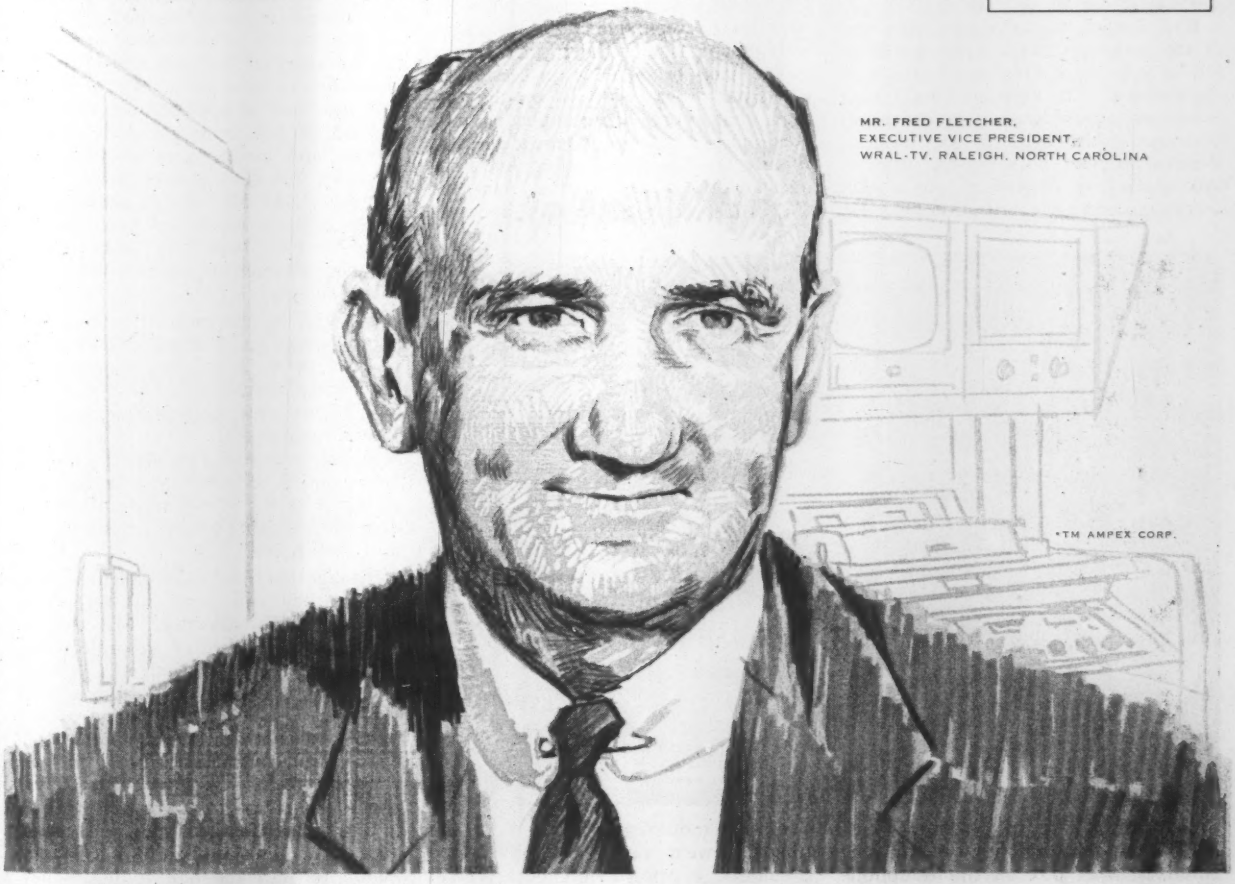
Rep appointments...

- KTEN (TV) and KADA Ada, and KWSH Wewoka, both Oklahoma: Weed as national representative. Clarke Brown Co. remains south and southwest regional representative.
- WRIM Pahokee, Fla.: Breen & Ward as national representative.

"More than $3,000 a week in billing – both announcement and program – dependent on one Ampex tape machine. That's a typical week here at Channel 5," says Fred Fletcher. "We've been in business with *Videotape** for slightly over two years and our *one* machine shows 3,272 hours of use and service... Ninety percent of our political business last fall was on tape. I don't say we wouldn't have gotten it on a live basis, but it was easier, less costly, and much more convenient to candidates, having the busy grass roots schedules they do... Sure, we see every reason for getting a second machine – and we shall eventually, but we've done a phenomenal job with one for two years. There's no question about our choice of Ampex. They are TV tape recording, no doubt about it." • • • • **To get an informative file of reports from your associate TV broadcasters showing how an Ampex VTR fits in as a basic, pay-its-own-way component of any complete TV facility, write to Ampex today. Department BF.**

AMPEX

AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 CHARTER ST., REDWOOD CITY, CALIF. • AMPEX OF CANADA LTD., REXDALE, ONTARIO



MR. FRED FLETCHER,
EXECUTIVE VICE PRESIDENT,
WRAL-TV, RALEIGH, NORTH CAROLINA

*TM AMPEX CORP.

New Goodson-Todman game: diversify

FOOT SOLIDLY IN NON-GAME TV SHOWS; EYE ON STATIONS, SYNDICATION

Program packagers Mark Goodson and William Todman, whose abilities in establishing television's top quiz-and-game-show attractions have made them the kingpins in that category, are well on the way to diversification into other types of programs—live and filmed.

And Goodson-Todman Productions, New York, also has an eye out for a possible move into station ownership and the syndication field.

Though only one of the three Goodson-Todman programs to start on the networks in January is of the non-game variety (*One Happy Family*, a situation comedy, on NBC-TV), G-T has a half-dozen other non-game shows, all adventure series, in various stages of development: *The Yank, Las Vegas, U.S. Secret Service, Medical Detectives, Tigerero* and *The Cop. Las Vegas*, an hour-long series starring Peter Graves, starts next season on NBC-TV.

Bud Austin, executive vice president of the company, needed few words to tell exactly why Goodson-Todman is diversifying: "To keep growing, it's an economic advantage not to have all your proverbial eggs in one basket." Besides program development, there is talk at G-T of expansion into station ownership and the syndication field. He said various station properties have been "looked at," and "we think we can bring great creativity to a network affiliate."

First Winner ▪ Goodson-Todman is building on a firm foundation. In 1946, a $15 investment in a demonstration record launched a CBS Radio quiz show titled *Winner Take All*, set off a long string of audience participation programs. Although earlier program ideas had failed to sell, Mr. Goodson, as an announcer, and Mr. Todman, a writer-director, were earning in the five-figure bracket and could take some risks.

Programs produced by the company last year represented more than $20 million in gross time and talent costs and the gross total accruing to the company exceeded $5 million. The tv packagers recently announced that 1960 represented a 25% increase over 1959, and they predicted a 30% increase in 1961, "when we expect to achieve a 50-50 ratio between live and film shows without any loss of the former."

The shop produced a succession of long-lived programs based on the formula that people like to play simple, uncomplicated games and make guesses: *What's My Line?*, the oldest half-hour on network tv (11 years), *Beat the Clock* (10 years), *I've Got a Secret* (10 years), *The Price Is Right* (5 years), *To Tell the Truth* (4 years) and *Play Your Hunch* (2 years). The premieres this month of *Say When* on NBC-TV (Jan. 2) and *Number Please* on ABC-TV, which replaces *Beat the Clock* today (Jan. 30), indicate no loss of interest in tv games and panel quizzes by Goodson-Todman, the networks or advertisers. "In fact, advertisers are more interested than ever in sponsoring them," according to Mr. Austin.

Altogether, including a situation comedy, *One Happy Family*, which started Jan. 13 on NBC-TV, G-T's share of network programming stands at a highly respectable total of 25 half-hour segments per week.

Wet Feet ▪ Mr. Austin, who joined the company five years ago as assistant to Mr. Todman, expressed G-T's approach to filmed shows this way: "We're in the film business to stay. The tempo is being stepped up and we hope to bring the kind of imagination to films that has been demonstrated in our live programming. We're getting our feet wet slowly because we are methodical and thorough. Much time, energy, and money goes into our researching and development of new programs . . . to the point of abandoning many projects after we have gotten quite far into them. We seek built-in longevity through uniqueness and audience empathy."

In 1959, he continued, "we had two pilots—*Rebel* and *Philip Marlowe*—and we sold both. *Rebel* was renewed by Proctor & Gamble and Liggett & Myers long before their options were up. In 1960, we also offered two pilots, *One Happy Family* and *The Yank*. *Yank* is under option to ABC-TV and may get an April start. We've never shown a property we didn't honestly think would be a smash hit."

Though they normally wet their toes slowly, they can jump in fast when necessary. To illustrate, Mr. Austin said the *U.S. Secret Service* project was started when Harris Katleman, executive vice president of G-T's film arm in Hollywood, called Mr. Todman to tell him he had just finished reading a book about the government service and he went on to describe how a film series could dramatize its work. Within 10 minutes after the call, Messrs. Todman and Austin were on their way to Washington to start the ball rolling. They received promises of cooperation and access to files. Mr. Katleman was called

Cross-country script meetings via AT&T's "Speak-A-Phone" system (note small speaker box on the telephone stand) are a daily routine between New York and Hollywood offices of Goodson-Todman Productions. Harris Katleman (inset,r), west coast executive vice president, is shown here in a typical script consultation with (l to r): Bill Todman, Bud Austin, Mark Goodson.

to assign writers, and the first scripts now are nearing completion.

The work of the U.S. Public Health Service will be treated in *Medical Detectives,* a series derived from *New Yorker* magazine articles later published in book form. The program fits G-T's requirements for uniqueness, Mr. Austin explained, because it informs as well as entertains. Dealing with mysterious diseases that strike individuals or communities, *Medical Detectives,* he said, "is really like a mystery when you watch these public servants as they uncover the problems and find the necessary remedies."

'Marriage' Plan ■ New ideas in live series are being generated at G-T, too. Without going into specifics, Mr. Austin indicated that "genuine public affairs shows with strong emphasis on entertainment" are in the developmental stage. He refers to these plans as a "marriage of public affairs shows and game shows." In the syndication area, Mr. Austin said, "there is nothing definite yet regarding Goodson-Todman's plunge into it, but there are plans afoot to organize a syndication operation."

Long, thoughtful consideration goes into a G-T game show, with most of them taking a year to make ready. One example: *The Price is Right* cost $50-60,000 by the time it was up for sale. "It turned out to be a smash daytime show," Mr. Austin said, "and when it moved to a 7:30-8 p.m. slot on NBC-TV it clobbered the competition immediately. It's been in the top 15 rated shows list ever since its inception and every time it has changed time periods."

Is Goodson-Todman bored with panels and games? Far from it. "We feel a special thrill every time we see one of them start on the air," asserts Mr. Austin. "Every opening for us has the same magic and excitement that an opening night has for a Broadway producer." Networks and sponsors, however, maintain a more nervous attitude. Mr. Austin claims game shows build audiences slowly. The networks and sponsors "have a tendency to cancel them too quickly," he says, as in the case of

Tv film shows do big job for Texas Optical Co.

The Texas Optical Co., Houston, can say with reason that "the eyes of Texas" are on television. It has the sales charts to prove it.

Back in 1956, Texas Optical dipped into tv for the first time, using Ziv TV's *Boston Blackie* series in five markets in the state. In subsequent years, it poured more and more money into the medium, sponsoring Ziv-UA programs largely, and now spends almost $500,000 in tv.

In the past four-and-a-half years, the company has had a Texas-sized growth, more than doubling the number of offices to a present total of 82 in 44 cities. And television is credited with playing a most significant role in this expansion program. Ed Allen, advertising-public relations manager for Texas Optical, points out that each customer is required to fill out a form, including one question on the source of his recommendation to the optical house.

"It is out of this 'depth research,' Mr. Allen observes, "that we have been able to compute reliably that three-quarters of our clients have been attracted to the company by tv, with another one-quarter listing radio and newspapers as the trigger of their interest" in the firm.

Texas Optical's most recent purchase has been Ziv-UA's *Miami Undercover,* starring Lee Bowman and Rocky Graziano, in three Texas markets. The company plans to add more markets throughout the state by March 1. In addition, Texas Optical is currently using spot tv generally and sponsoring three other Ziv-UA programs—*Sea Hunt* starring Lloyd Bridges; *Tombstone Territory,* with Pat Conway and Richard Eastham and *Lock Up,* starring Macdonald Carey. The company's agency is Erwin Wasey, Ruthrauff & Ryan, Houston.

Mr. Allen cited his company's continuous reliance on Ziv-UA shows for its regional exploitation in these words: "We have great success with them." He gave one dramatic example of tv's sales-pulling power. During the past year, the company advertised its contact lenses exclusively on tv—and sold more than 25,000 pair during that period, said to be about 10% of all the contact lenses sold in America.

Texas Optical was founded in Beaumont, Tex., in 1905 by Dr. S. J. Rogers. At the inception, the company consisted of Dr. Roberts and one girl. Today the company has more than 600 employes and two laboratories for its 82 offices in 44 cities throughout Texas.

Employe fits former Miss Texas (l) with glasses on tv spot. Texas Optical sponsors Ziv-UA's 'Miami Undercover'.

Play Your Hunch, which started on CBS-TV, moved to ABC-TV and finally settled at NBC-TV.

He says the fact game shows present no special production problems is one reason why the networks like them. But a major obstacle G-T has faced through the years has been the lack of trained people in this program category. Since there is no other training ground, G-T has been developing its own people —from producers on down. To name one: Jean Kopelman, producer of *Beat the Clock* and *Number Please,* who started as a secretary and was Messrs. Goodson and Todman's first employe. (G-T's current staff totals 100, while some 350 others work on the actual physical production of programs.)

Another bane of the company is the job of finding skilled m.c's for game shows. These have the difficult role of being "on-air producers," according to Mr. Austin, and they are "rare fellows." He said more than 100 personalities from all over the country were interviewed before Art James of NBC-TV was named m.c. of the new *Say When* show.

So Little Time ▪ "The big problem with tv today, and it's true of everyone in it," asserts Mr. Austin, "is that there is no time for anything. Networks and agencies do not fully recognize the need for enough time to prevent mistakes. When you stop to consider that a tv series is shot in 15 weeks, which is the average amount of time it takes to film one feature-length movie, you have to admit the idea is preposterous." G-T joins many other producers in dreaming of the day when an agency or a network says: "Here's the money, take a year and come up with something good."

He said G-T allows enough time to prevent errors in production. Writers, he said, "also must have time and that is a reason why we develop our own." He criticized the writers of "cold, calculated hokum in the script factories of Hollywood, where they hit upon a formula and from then on merely reassign roles, change the stars and shift the locale." It's his understated observation that "great writers don't work that way."

Goodson-Todman's pride in "being different" sometimes goes beyond the production effort. No one is more aware of this than the management of New York's Seagram Building. When Messrs. Goodson and Todman negotiated their lease for space in the bronze skyscraper they were against a central lighting system that would keep their ceiling fixtures illuminated throughout the night. Both men insisted they could not work at night, as they frequently do, with uncontrolled lights. The special alteration work was done, and their darkened windows are the only flaw in an otherwise perfect plan to make the building a nighttime landmark.

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NETRC makes appeal to industry for funds

In an unusual and first public appeal for financial support from industry, the National Educational Television & Radio Center, New York, last week distributed a booklet, "The Fourth Network," to more than 2,000 business organizations throughout the country.

The booklet describes the activities of National Educational Television (NET), the tv arm of NETRC, which provides programming to 49 educational tv stations throughout the U. S., and suggests that industrial organizations consider supporting NET programming as a public service-public relations effort.

The work of the center has been supported largely by various foundations, but contact with individual business organizations has resulted in financial aid from such companies as International Business Machines, Mead Johnson Labs., Eli Lilly & Co., American Cyanamid Co. and Field Enterprises. Companies receive a brief credit mention on each program.

This initial success has prompted the center to make a more direct and public appeal for broadened financial support from industry.

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Your new ARB Television Audience Report gives you the incredible story of KELO-LAND'S rating superiority in every page of the report, every hour of the broadcast day, every day of the year!

	AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY	
	KELO (CBS-ABC)	Others
MONDAY THRU FRIDAY		
6:00 P.M. to Midnight	47,800	10,900

	AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY	
	KELO (CBS-ABC)	Others
SUNDAY		
Sign-on to 6:00 P.M.	17,400	5,000
6:00 P.M. to 10:00 P.M.	60,500	19,500
10:00 P.M. to Midnight	29,700	6,500

	METRO AREA SHARE OF AUDIENCE SUMMARY		
	KELO (CBS-ABC)	Others	Others
SATURDAY			
6:00 P.M. to Midnight	76.1	19.9	4.0

ARB Television Audience Report Nov. 1960

Covering KELO-LAND'S tv audience in South Dakota, Minnesota, Iowa, Nebraska, North Dakota.

and market-by-market comparisons of ARB TV Audience Summaries show that KELO-TV SIOUX FALLS with its KELO-LAND booster hookups gives you —

24.8% more viewers than the highest rated Omaha station.

27.7% more viewers than the highest rated Des Moines station.

93.0% more viewers than the highest rated North Dakota station.

51.6% more viewers than the highest rated Duluth-Superior station.

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NBC-TV rushes news on Portuguese pirates

With the aid of remote audio pick-ups, still photos, sketches, library films and rear screen projections, NBC-TV news produced a half-hour, special news report in less than 48 hours on the disappearance of a Portuguese cruise ship Monday morning (Jan. 23). Entitled *Piracy in the Caribbean*, the special (Tuesday, Jan. 24, NBC-TV, 10-10:30 p.m., EST) climaxed a whirlwind day of network activity.

After conferring with Julian Goodman, vice president for news and public affairs, and William R. McAndrew, executive vice president for news, NBC President Robert E. Kintner decided at 10 a.m. Tuesday to present a special news report on the missing ship *Santa Maria* at 10 p.m. EST that evening. It was to pre-empt the first half-hour of a scheduled repeat of *Life in the Thirties*, and gave NBC news 12 hours to get the show on the air.

The Gulf Oil Corp. (Young & Rubicam) immediately agreed to buy the program as part of the arrangement under which the company sponsors *NBC Special News Reports* (BROADCASTING, Dec. 12, 1960), which may be scheduled only hours before air time. Chet Hagan, appointed to produce the special, chose Robert Priaulz to direct, Robert Sorenson as film editor and Frank McGee (flown in from Pittsburgh where he was addressing a sales meeting) to narrate.

With a minimum of visual material available, NBC supplemented its coverage with special visual and audio effects that included sketches of the Portuguese rebels who seized the ship and remote audio inserts from San Juan, P. R., Washington and St. Lucia.

CBS-TV programmed its missing ship report on *Eyewitness to History* (Friday, Jan. 27, 10:30-11 p.m., EST). News correspondent Walter Cronkite narrated the report, which included a study of the political events in Portugal which led to the vessel's takeover. The material was gathered by camera crews and correspondents dispatched to San Juan, Lisbon, Guatemala and Brazil.

ABC-TV gives up 'Game,' may set sports special

ABC-TV has given up on a baseball *Game of the Week* and is showing prospects a tentative sports special for Saturdays.

With addition of two more major-league cities, the network has stopped trying to piece together a network under the baseball blackout requirement that in effect eliminates prime markets from a network. ABC tried the *Game of the Week* last season as part of the big Gillette package of fights, bowling, football and baseball. The games were scheduled 4-6:30 p.m. (EST) Saturdays, after the CBS-TV *Game of the Week*.

Now ABC is considering a flexible two-hour Saturday special that would move around the country covering a variety of events. The program switch was learned after announcement of new winter-spring plans for Gillette, which has revealed no baseball plans for this summer beyond its traditional All-Star Games and World Series, both on NBC (for Gillette plans, see page 42).

Union talks accelerated

With the end of contract deadline at midnight tomorrow (Jan. 31), negotiations between the Alliance of Television Film Producers and the Assn. of Motion Picture Producers with IATSE and the so-called "basic crafts" unions accelerated to three sessions last Wednesday.

An evening session added to the previous daytime and afternoon schedule ran until 1 a.m. as representatives of producers and unions attempted to reach an agreement on a new contract before the expiration of the present one. Company presidents Dick Powell of Four Star Television and Taft Schreiber of Revue Productions, as well as Joseph Vogel of MGM and Barney Balaban of Paramount, attended Wednesday's meetings, first time any top company executives had been present.

Program notes...

Midas touch ▪ Lyricist Alan J. Lerner, who has the Midas touch—Broadway's *Camelot* is his latest gold mine—has been named executive producer of the new MGM-TV series, *Harry's Girls*. The show, a romantic comedy, is based on the adventures of an American song-and-dance troupe travelling through Europe. Larry Blyden stars in the series with Ralph Levy producing and Joseph Stein as head writer and script supervisor. The first three episodes have already been filmed on the Riviera, with additional scripts to be shot in Rome, the Mediterranean area, Paris and London.

Extra mileage ▪ Highlights of the 1960 Winter and Summer Olympic Games will be presented Feb. 12 on CBS-TV's *The Sunday Sports Spectacular* (Sun. 2:30-4 p.m. EST). CBS-TV, which had exclusive coverage of the games, will review 26 of the events in the special program, which will be produced by Peter Molnar and narrated by sportscaster Bud Palmer.

Total of 39 ▪ Carlton Fredericks *Living Should Be Fun* radio show has been sold to WFLA Tampa; WJMX Florence, S. C.; WSOR Windsor, Conn., and WAQE Baltimore. This brings the program's total markets to 39.

Gratis ▪ *Alice in Washington*, a travel motion picture that takes Lewis Carroll's character to Washington, D. C. via jet plane, is available for free-loan to television stations, clubs, churches and community organizations from Association Films Inc., N. Y. The 19-minute color film, presented by American Airlines, shows many Washington sights and includes side-trips to Mt. Vernon, Williamsburg, and Jamestown.

Korea closeup ▪ A full-hour *Project 20* treatment of the Korean War will be produced for presentation on NBC-TV next season, according to David Levey, vice president, programs and talent. Donald B. Hyatt, NBC director of special projects and producer-director of *Project 20*, will be in charge of the new program, tentatively titled *The Korean War*.

English series ▪ An NBC-TV task force flew to England last week to tape a

GRASS

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Jan. 30-Feb. 3, 6-8 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Jan. 30-Feb. 3, 6-8 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Jan. 30-Feb. 3, 6-8 (10:30-11 a.m.) **Play Your Hunch**, part.

Jan. 30-Feb. 3, 6-8 (11-11:30 a.m.) **The Price Is Right**, part.

Jan. 30-Feb. 3, 6-8 (12:30-12:55 p.m.) **It Could Be You**, part.

Jan. 30-Feb. 3, 6-8 (11:15-1 a.m.) **The Jan Murray Show**, part.

Jan. 30-Feb. 2, 6-8 (11:15 a.m.) **The Jack Paar Show**, part.

Feb. 1, 8 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

Feb. 1, 8 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

Feb. 2 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

Feb. 3 (9-10 p.m.) **The Bell Telephone Hour**, AT&T through N. W. Ayer.

Feb. 4 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

Feb. 4 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

Feb. 4 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

Feb. 5 (3-5 p.m.) **NBC Opera**, sust.

Feb. 5 (6-6:30 p.m.) **Meet the Press**, sust.

Feb. 5 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson, Beech-Nut through Young & Rubicam.

Feb. 5 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

Feb. 7 (7:30-9 p.m.) **The Hallmark Hall of Fame**, Hallmark through Foote, Cone & Belding.

Feb. 7 (10-11 p.m.) **Story of Love**, Whitman Chocolates through N. W. Ayer.

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series of four religious programs at Oxford U. with the National Council of Catholic Men. The series, titled *England Revisited*, will be presented on the *Catholic Hour* in August (Sun., 1:30-2:30 p.m. EST).

Cronkite re-anchors ▪ CBS News correspondent Walter Cronkite has returned to the *Eyewitness to History* series (Fri., 10:30-11 p.m. EST) as anchor man, a position he left early last year. Charles Kuralt, who has been the program's narrator, becomes in-the-field correspondent for the series.

Mental health award ▪ ABC-TV's daytime series, *Road to Reality*, has been commended by the Assn. for Improvement of Mental Health for "bringing . . . a broader understanding of the field of mental health."

BMI honors 164 ▪ Broadcast Music Inc., N. Y., reported last week it has presented Certificates of Achievement in the field of popular music during 1960 to 101 writers and 63 publishers. The BMI awards are presented annually to writers and publishers of songs which have won public acceptance measured by radio and tv performances, phonograph record and sheet music sales and by coin machine plays.

CBS repeats aid ▪ CBS Inc., which gave financial assistance to the New York Philharmonic's seven-week U.S.-Canadian tour last summer, has announced a second grant to the symphony orchestra. CBS said last week it will help pay for the orchestra's first visit to the Orient during April and May, an itinerary that includes a two-week concert tour in Japan and concerts in Anchorage, Alaska, Winnipeg and Toronto on the return trip. CBS Radio has broadcast the Philharmonic's weekly concerts for 31 years; CBS-TV has featured the orchestra for the past four years.

MGM's tv income increases

MGM's television business is better than ever, the firm's quarterly report to stockholders disclosed. Gross tv income for the 12 weeks ending Nov. 24, 1960 was $4.1 million up $915,000 over the same period the previous year. The breakdown of tv revenues shows licensing of pre-1949 feature films and shorts to tv stations providing $2.6 million with filmed series and commercials produced for tv bringing in an additional $1.5 million. The report also indicates that the firm has contracts outstanding as of Nov. 24, 1960, which will provide for a gross income of approximately $19.3 million to be earned after that date.

Theatre-style 'Pinafore' taped for tv

A 78-minute taped version of Gilbert and Sullivan's "H.M.S. Pinafore" is headed for distribution throughout the United States by Richard B. Morros Inc., New York. The production was taped in a special theater constructed in the CBC studios in Toronto before a live audience and made use of theatrical, rather than television, techniques in the staging, including long camera shots and booming voices. It was directed by Dr. Tyrone Guthrie and Norman Campbell for a single showing on the CBC last October. Mr. Morros indicated that the "Pinafore" tape will be available for both an evening and afternoon showing by tv stations so that both adults and children may view it.

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SOUNDSMANSHIP 1961 means you need radio's most complete, most diversified station jingle libraries, **IMN JINGLES** and **target jingles.** Jingle libraries-in-depth. Created for every station format. Top 40 stations. C 'n' W. Good music. Negro stations. Middle-of-the-road stations. Over 16 different packages, and we're scoring more every day. Created and performed by top talent, customized exclusively for you.

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NEW YORK, N.Y.

New look in presidential news sessions

LIVE MIKES, CAMERAS, PROVIDE 'INSTANTANEOUS' COVERAGE TO WORLD

Instantaneous reporting of presidential news conferences by radio and television is here to stay, judging by the success of last week's live coverage of President Kennedy's initial appearance before newsmen.

The historic "first" occurred last Wednesday as all major networks fed a live account of the conference to the nation, and to the world as well. A smoothly produced broadcast provided listeners and viewers with a better version of this important news event than was available to 400-odd newsmen who attended in person.

All the fears and dire predictions of print media reporters were dispelled as the new President faced newsmen in the recently built auditorium in the State Dept. Ham acting by reporters was practically nonexistent, aided by a new rule eliminating the requirement they identify themselves when asking questions.

The spectre of a major presidential blunder that couldn't be corrected because the broadcast was live didn't seem to concern Mr. Kennedy as he fenced with questioners who asked penetrating questions involving Soviet relations.

In fact, the President himself took care of this spectre during the 40 minutes of news announcements and question-answer exchanges, responding to a newsman's query (see box this page).

A technical innovation at news conferences led to near-perfection in the audio version, considering the difficulty of picking up the questions asked from points all over the 800-seat auditorium. Two "Kennedy Special" microphones flanking the President on the stage were installed by CBS, which provided the pooled broadcast. These rifle-like mikes aimed at questioners proved to be highly directional and efficient.

Reporters in the auditorium could not hear many of the questions because the directional mikes were not tied into the public address system.

Facilities ▪ Besides on-stage camera pickups, several live and tv newsreel cameras were set up across the center of the auditorium. A number of hand newsreel cameras were used. The 12th and 13th rows of seats had been removed for a camera platform. Some two dozen still cameramen worked from the platform and from stations against the walls.

J. Leonard Reinsch, communications advisor to President Kennedy, participated in the technical arrangements. Bob Wilson, tv consultant to Pierre Salinger, presidential news secretary, was in charge of the installations. Lew Shollenberger, CBS News, produced the pooled telecast for all networks. Bill Linden, WTOP-TV Washington, was director. Mr. Shollenberger was stationed at a mixing panel off stage.

Broadcast on-the-scene reporting of White House news conferences was first permitted by President Eisenhower early in his administration, with James C. Hagerty, his news secretary and now ABC news vice president, receiving much of the credit for this innovation. The conferences were recorded on audio tape and 16 mm film. This permitted editing before the recordings were made available to radio and television, a privilege Mr. Hagerty seldom used.

Mr. Salinger told a National Press Club luncheon a few hours before President Kennedy's conference that he had first suggested live broadcasts some time ago. Mr. Kennedy approved the plan, believing advantages of better public contact would more than outweigh the danger of a mistake.

Since the President and Mr. Salinger thought it would be desirable to hold occasional conferences at the dinner hour because of the large audience available, they suggested a period between 6-7 p.m. to the networks. For the first live broadcast the networks offered 6-6:30 p.m., indicating they would stay to the end. The conference lasted 40 minutes.

Frequency ▪ Mr. Salinger said conferences will be held "weekly or oftener, more frequently than during the last administration." Dinnertime conferences will be held about every other month unless special news developments warrant more frequent scheduling. Present planning leans toward alternate morning and afternoon conferences to give newspapers in each class an even break.

During the luncheon Mr. Salinger took occasion to comment on the feuding between print media and broadcasting. "Newspapers must realize that television is here to stay," he observed. "All of you should get along together." But he still shows no indication he will adopt the modern term "news conference" to replace the outmoded "press conference."

He said he is setting up machinery to coordinate the flow of news from federal agencies. This is designed to improve accessibility and not to serve as a censorship device, he said. On the other hand he insisted careful attention will be given the problem of protecting national security. In addition he plans to meet soon with Rep. John E. Moss (D-Calif.), chairman of the House Subcommittee on Freedom of Information.

Mr. Salinger indicated he may liberalize rules for accreditation of correspondents who cover presidential conferences. He proposed as a general rule

There weren't any goofs last Wednesday

Will live broadcasting of President Kennedy's news conferences lead to presidential goofs and international complications?

The President himself isn't convinced the hazard should prevent live pickups. He made this clear at his Jan. 25 news conference, the first ever reported instantaneously by radio and television. Here is the question-answer exchange in which his views were expressed to the news gathering.

Q.—Mr. President, there has been some apprehension about the instantaneous broadcast of presidential press conferences such as this one, the contention being that an inadvertent statement no longer correctible as in the old days could possibly cause some grave consequences. Do you feel there is any risk or could you give us some thought on that subject?

A.—Well, it was my understanding that the statements made by the, by President Eisenhower, were on the record. There may have been a clarification that could have been issued afterwards but it still would have demonstrated, it still would have been on the record as a clarification, so that I don't think that the interests of our country are—it seems to me they're as well protected under this system as they were under the system followed by President Eisenhower. And this system has the advantage of providing more direct communication.

HENRY WATTERSON
could have been the "Col. Henry" of WPTR

Because WPTR creates the kind of exciting, independent radio that would have fit Watterson's temperament like a glove. The "Colonel", as he was affectionately called, saw the news not as news alone but as an obligation to take a position on it as well. In the process, like WPTR, he lit a lot of fires.

Yet this very dissemination of news (48 broadcasts every day) and the independent thinking about that news (editorials whenever and as often as necessary) has made WPTR the outstanding radio voice it is today... and the Number 1 public service station in its area as well.

In the process WPTR has lit a lot of fires with both audience and clients, too. According to Pulse it is the dominant station in this 2,000,000 plus market. Local sponsors give it more local advertising than the next three stations combined. At the national level it carries more total advertising than the next two stations put together. In every way—people buy what it has to sell.

Represented nationally by Robert E. Eastman & Co. In New England—by Foster and Creed.

WPTR PEOPLE 50,000 WATTS
ALBANY-TROY-SCHENECTADY
Duncan Mounsey, Exec. V.P. — A division of SCHINE ENTERPRISES.

the admission of newsmen accredited to the House and Senate news galleries.

While all networks carried full coverage of the first Kennedy conference, the Salinger procedure provides that those desiring live coverage in the future must clear with him. It was recognized that networks and stations might prefer to use clips of more newsworthy segments when news interest in conferences is not running at a high pitch. In any case, they will have the right to do live reporting if they desire.

Spacious facilities ■ In a story dealing with broadcast aspects of the conference the *New York Times* said, "There is some speculation here (in Washington) that eventually the reporters will simply stay by screenside to do their stories and that the President will have to rely on the cameramen and sundry frustrated hams among the press corps for questions." But the *Times* added, "If this is what the future holds there was no hint of it tonight."

From an industry standpoint the spacious facilities of the State Dept. auditorium permitted effective use of equipment, in contrast to the crowded little room used by President Eisenhower. The main camera platform was about 55 feet from the stage. Circular in shape, it accommodated live cameras over a width of more than 75 feet. This permitted several camera angles, since side shots of the President were made onstage and reporters also were picked up from the stage.

Worldwide coverage was given the first Kennedy conference by the Voice of America, radio network of U. S. Information Agency. USIA's film service recorded the entire conference, shipping prints to 100 overseas posts. British Broadcasting Corp. broadcast the audio live, 11-11:40 p.m. United Kingdom time.

Watchdog group ready to issue JFK rundown

The first volume of the Senate Watchdog Subcommittee's exhaustive record of last fall's presidential campaign is scheduled to begin rolling off the presses this week.

The work—which may well become a best seller for the government—contains virtually every speech and news conference comment made by President Kennedy in his successful contest with former Vice President Nixon.

It's title—*The Speeches, Remarks, Press Conferences and Statements of Senator John F. Kennedy, August 1 through November 7, 1960.* Its length —over 1,000 pages.

Volume II, which will contain all of Mr. Nixon's statements and remarks, will follow shortly and is expected to be even longer. Four succeeding volumes will be published in the next few weeks.

COURT OK'S FCC IN BOSTON

Agency told to re-evaluate ch. 5 applicants with three-year-old grant to WHDH-TV revoked

In the first court ruling on the notorious *ex parte* cases, the FCC was vindicated last week by the U. S. Court of Appeals in Washington. A three-judge court approved the commission's plan to revoke the 1957 grant of Boston ch. 5 to the *Boston Herald-Traveler.*

The court decision, in a *per curiam* unsigned order, approved the FCC proposals to rehear the Boston ch. 5 case, and vacated the three-year-old grant.

The FCC's decision to revoke the ch. 5 grant and to reopen the Boston ch. 5 case was made originally last July (BROADCASTING, July 18, 1960). The commission decision followed a full hearing before Special Examiner Horace Stern, retired chief justice of the Pennsylvania Supreme Court. WHDH Inc., the licensee of the cancelled tv station, was found guilty of engaging in "a pattern" of off-the-record contacts with FCC commissioners. The commission also found that a second applicant, Massachusetts Bay Telecasters Inc., had had improper contacts with members of the FCC.

The court told the FCC to "re-evaluate" the contestants for the Boston vhf frequency.

The third applicant is Greater Boston Television Inc.

Meanwhile, two of the four applicants in the Miami ch. 10 case—also up for review because of alleged off-the-record contacts—filed briefs before the same court. These were filed by Public Service Television Inc., National Airlines' subsidiary, the present grantee of ch. 10 there, and North Dade Video Inc., one of the applicants.

Meanwhile in Miami ■ In the Miami ch. 10 case, the FCC found that three applicants—National Airlines, WKAT and North Dade—had engaged in extra-legal representations to former Commissioner Richard A. Mack and others. It ordered Public Service off the air, and awarded the channel to L. B. Wilson Inc., the only one of the four applicants found innocent of off-the-record activity.

Public Service charged the FCC erred in disqualifying it from reconsideration. It also claimed that the commission made a mistake in issuing the grant to L. B. Wilson.

In the course of the Public Service brief, the claim is made that it had followed "well established" practice and should not be penalized for this. The point was made in these words:

"It is an acknowledged, well-recognized fact, as we will show, that the commission has condoned, accepted and even encouraged *ex parte* communications as Commission practice. Indeed this seemed the usual mode of procedure in cases involving important television licenses. No statute, decision or administrative rule, published or unpublished, forbade such communications. No one condones the commission's judicial laxity or questions the need for the establishment of clear and definite procedural standards in adjudicatory proceedings. We contend, however, that it was unfair, arbitrary and capricious for the Commission to impose a new-found standard of conduct upon an applicant who followed the former accepted practice. We submit that the Commission in judging Public Service cannot ignore a quarter-century of institutional custom and usage."

North Dade opposed the commission's finding that it too was guilty of off-the-record activity in hiring former congressman and former FCC commissioner Robert F. Jones to attempt to sway Congress to prohibit a tv grant to an airline.

North Dade claimed that there is nothing in the record to indicate that Mr. Jones was hired for or engaged in "political and extra-judiciary pressures." The applicant claimed that the commission had applied a more rigid standard to it than it applied to WHDH Inc. in the Boston ch. 5 case.

Under the expedited procedure set up by the appeals court, briefs by the FCC, L. B. Wilson and the Dept. of Justice are scheduled to be filed Feb. 6. Reply briefs are due Feb. 16 from all parties. WKAT Inc., the original applicant appealing for review, has dropped out of the case.

FCC asks Congress for tall towers bill

The FCC has asked Congress to require owners of abandoned radio towers to continue to paint and illuminate them to prevent their becoming a hazard to aircraft.

The commission last week also requested legislation that would eliminate the requirement of an oath on certain FCC forms. Both requests were accompanied by suggested bills in the form of amendments to the Communications Act.

In proposing legislation to require the painting of abandoned towers, the commission said both government and

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Campaign coverage impressed Hill—Hartke

The broadcasting industry's "outstanding service" as the result of Sec. 315 relaxation during the 1960 political campaign will have great bearing on efforts in Congress to provide greater freedom, according to Sen. Vance Hartke (D-Ind.), a member of the Senate Commerce Committee.

As author of bills to provide Sec. 315 relief, Sen. Hartke told the National Religious Broadcasters convention Jan. 25 in Washington that exclusion of news and public affairs programming from equal-time provisions of Sec. 315 "has allowed more realistic coverage of political figures."

And he added that suspension of equal-time requirements for the presidential campaign "paved the way for the finest coverage provided, and for the innovation of the so-called debates."

Sen. Hartke

Sen. Hartke said "the increased quantity and quality of public affairs and public information programs both on a network and local station level has been encouraging. The extensive and comprehensive coverage of the important political campaigns exhibited the value of these great communicators in our democratic society. The general atmosphere of increased interest on the part of broadcasters in the public welfare has been significant."

Kept the Trust ▪ Most radio and tv stations, he observed, "have used these new freedoms well. Their reaction has been consistent with the trust placed in them by those of us who sponsored and fought for the enabling legislation in the Congress. The additional service provided to the American people by virtue of these bills is truly outstanding." He said he believed these developments in the broadcast industry "have had a beneficial effect on those who take so much enjoyment and information from radio and television."

Sen. Hartke noted wide acceptance of the added information and public affairs programming appearing "in depth and regularity" on nearly every station. "The non-entertainment program is enjoying unprecedented success," he said. "Some have commendable ratings and many are commercial. Who could ask for anything more, Programmers have awakened to the fact that there is a market for information. . . ."

Commenting on the study of independent agencies by James M. Landis, special assistant to President Kennedy, as well as the report of the House Legislative Oversight Subcommittee, Sen. Hartke pointed out they do not agree on recommendations though both criticize the functions of governmental control.

He noted he had introduced a resolution calling for a commission to study the FCC, spectrum allocations and the full scope of governmental supervision and control of broadcasting.

"It is important that the government have control and supervision over certain areas of broadcasting," he said. "And it is important that the limited resource of the spectrum be used to the best advantage for our nation's future. But there is room for governmental control only in certain areas, most of them technical and engineering.

"Expression of thought and ideas has long been a constitutional guarantee in our country. Yet, to a degree, many of these liberties of free speech have been denied to the broadcasters of our nation. These are denied in order that the radio and television spectrum be used carefully and in the public interest."

Record Speaks ▪ Sen. Hartke praised use of the right to editorialize. Liberalization of Sec. 315 will depend on the way broadcasters themselves have used the freedoms they have been given with actions have spoken louder than any words could on their behalf, he said.

He suggested religious broadcasters take advantage of technical skills and new broadcast freedoms in spreading their message, mentioning debates on moral and theological issues as ex-

private flying interests have expressed concern over the increasing number of tall towers, particularly those over 1,000 feet. The commission said owners of the towers should be required to paint and illuminate them until they are dismantled.

The commission said that the oath requirement should be eliminated because it creates a burden on the public and the FCC. The FCC suggests substituting for the oath a warning that false statements are punishable by fine and imprisonment.

Legislation to carry out both of the FCC's suggestions were passed by the Senate last year but died in the House.

Jerrold appeals catv case to Supreme Court

Jerrold Electronics Corp., Philadelphia, has asked the U. S. Supreme Court to reverse a lower court decision that it violated the antitrust laws in selling equipment to community tv systems and requiring that Jerrold be exclusively hired to service this apparatus. The U.S. District Court's decision was issued last July (BROADCASTING, August 1, 1960). It also forbade Jerrold from acquiring any new catv properties without court approval.

In its petition for review, Jerrold asked the Supreme Court to determine "whether a small manufacturer, with limited capital, launching a new speculative industry and in competition with multi-million dollar giants, violated Sec. 1 of the Sherman Antitrust Act by following a general policy, started in late 1951 and ended in 1954, of selling newly developed, sensitive, unstable and highly complex electronic equipment for a catv system, only in conjunction with a contract for servicing the system?"

Jerrold also questioned the lower court's injunction against acquiring any new catv systems if the companies are operating companies which "consume rather than resell in any form" the products of the manufacturer.

Jerrold owned nine catv systems at the time of the trial. Late last year it sold these to H&B American Corp., Los Angeles, for $5 million. It is installing a new catv system, in partnership with Alliance Amusement Co. theatre chain, in Ottawa, Ill. Earlier this month citizens of Ottumwa, Iowa, turned down a bid for a catv franchise from Jerrold (BROADCASTING, Jan. 23).

NLRB to hear charges against AFTRA by KXTV

The National Labor Relations Board has ordered a hearing Feb. 13 in Sacramento, Calif., on a charge American Federation of Television & Radio Artists is engaging in secondary boycott activities against KXTV(TV) Sacramento.

AFTRA and National Assn. of Broadcast Employes & Technicians struck at the station last September. KXTV has

amples. He observed that broadcasting commands "improved respect" as a result of performance since it was bombarded with charges of corruption, deceit and mediocrity. "A great change has taken place in broadcasting," he asserted.

Rep. Walter H. Moeller (D-Ohio) told NRB that freedom of broadcasting "stems from the very taproots of American democracy and embraces not only freedom of the listener from paying a license tax on receivers but—and perhaps of even greater importance—the freedom from government-controlled-and-administered broadcasting." He noted that recent history is replete with examples of loss of freedom where the right of free expression has been stifled. He reminded broadcasters they must guard their freedom by exercising "a responsibility of reasonable use."

Sen. Karl E. Mundt (R-N.D.) joined Sen. Hartke in lauding broadcasting for its public service programming. He said tv and radio "have a tremendous impact and a great value at hearings in Congress."

Touching the controversial issue of commercial religious time, he said, "Your desire to buy time on radio and television is going to be rewarded by acceptance." Stations in some cities and the NAB television code are opposed to the sale of time for religious programming.

Sen. Mundt said he is a firm believer "in the value of permitting radio and television access to committee meetings within reason and on appropriate occasions."

charged the unions have engaged in a joint campaign to bring about a boycott of advertisers that are heard on the station.

Appeals by 23 striking members of the two unions for unemployment compensation have been denied by an appeals referee who held the strike was based on voluntary action by the employes and was not forced by the station, according to KXTV.

NLRB has been holding a hearing in Sacramento into union charges that KXTV, a Corinthian station, has engaged in unfair labor practices.

Sacramento Superior Court has dismissed charges by Bob Stone, announcer, who sued the station for $210,000 for allegedly using his video tape commercials during the early part of the strike. Judge Albert Mundt denied claims KXTV had misappropriated property as well as charges involving involuntary servitude and unfair competition.

GO PLACES WITH WIXIE

Outfit by Cardinal's, Detroit; Hats and Veils by H & M Millinery, Detroit

WXYZ-TV (WIXIE) is on the move...
Our late movie is something special. Through the magic of video tape, Don Ameche is featured as nightly host. Mr. Ameche flies into Detroit semi-monthly to shoot his portions of HOLLYWOOD THEATRE, exclusively on WXYZ-TV every night at 11:30.
This is another first in television for us . . . another reason for you to buy the station that always moves your product. So, go places with WIXIE...the station that's going places!

WXYZ-TV abc CHANNEL 7 DETROIT

OWNED AND OPERATED BY AMERICAN BROADCASTING—PARAMOUNT THEATRES

Rigid 3-year holding plan opposed

BROADCASTERS HIT FCC "ANTI-TRAFFICKING" PROPOSAL

Broadcasters and their legal advisers were almost unanimous in their condemnation of an FCC proposal to severely curtail the sale of stations which have been owned by the selling licensee for less than three years.

The gist of the objections, in comments filed last week, argued that the proposals espoused by the FCC are unnecessary, illegal, were never intended by Congress, would stifle free enterprise, would add cumbersome burdens to the already overloaded commission and would not touch the principal target—trafficking in licenses.

In the few cases where trafficking is suspected, the respondents said, the commission has ample authority to deal with them under existing statutes. Any further rules would only mean intrusion of the government into private enterprise where it does not belong, according to many of the comments.

By a 5-2 vote, the commission asked for comments on its plan to curb trafficking (BROADCASTING, Dec. 12, 1960). The proposed rules would require an automatic hearing on a proposed sale if (1) the seller had operated the station for less than three years or (2) a major change in the station's facilities had been approved within the past three years. Exempted from the hearing would be *pro forma* assignments and sales due to inadequacy of operating funds, death or disability of station principals.

Practically all the parties commenting said that they were in favor of the principle involved but that the FCC was trying to cure the evil in the wrong way. Only one broadcasting entity—Westinghouse Broadcasting Co. — favored any part of the proposed new rules. Multiple-owner Westinghouse said that a hearing in the sale of stations held less than three years would "serve the public interest." However, the respondent said that applying the rule to changes in facilities would work to the detriment of the industry.

NAB Speaks ▪ The FCC always has had the authority to designate a sale application for hearing, NAB stated in its comment, and therefore "the imposition of a time limit as the determining factor as to whether a hearing should be held is both artificial and unnecessary. . . . There is no magic in numbers. The public interest may well be served by a transfer within six months or may not be served by a transfer after three years."

Each sale application should be considered on its own specific set of facts, NAB said, with any hearing to be scheduled after the commission has been unable to determine from such review that approval would be in the public interest.

If, NAB continued, the commission finds that some rule-of-thumb is necessary for administrative convenience, then additional exceptions to the rules should be made. This should include, among others, licensees operating at a substantial loss.

Pierson, Ball & Dowd ▪ "Any proposal such as the instant rule is perforce artificial and arbitrary in that it will of necessity automatically place the same requirements of a hearing upon the obviously innocent as well as the obviously guilty," the Washington law firm of Pierson, Ball & Dowd said in a statement filed for its station clients.

Also, the firm stated, the proposed rule "involves clear distortions of both the language and the purpose" of Sec. 310(b) of the Communications Act and is "based upon factual premises which are unwarranted." Underlying the proposal is an "implicit and explicit assumption" that there is something inherently contrary to the public interest in selling a station at a profit, the lawyers said. Such an assumption ". . . has serious regulatory implications which go considerably beyond a narrow consideration of the proposed rule."

After considering the question many times as to whether it can control or limit the profit involved in the sale of a station, Pierson, Ball & Dowd pointed out that the FCC determined in the AVCO case that it did not have such power. "If licensees were deprived of their right to sell their stations at a profit, there would be a danger that the licensees would attempt to milk all possible profit from their day-to-day operations at the expense of sound development of their stations," the attorneys stated.

Based on "many years" of experience in appraising, financing and negotiating sales of radio and tv stations, station broker Blackburn & Co. told the commission that the proposed amendment "would change the whole nature of American broadcasting, making it less

WAVE-TV viewers have 28.8% more SNIFFLES

—and gargle, gurgle and swallow 28.8% more products "for the relief of colds"!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

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NBC
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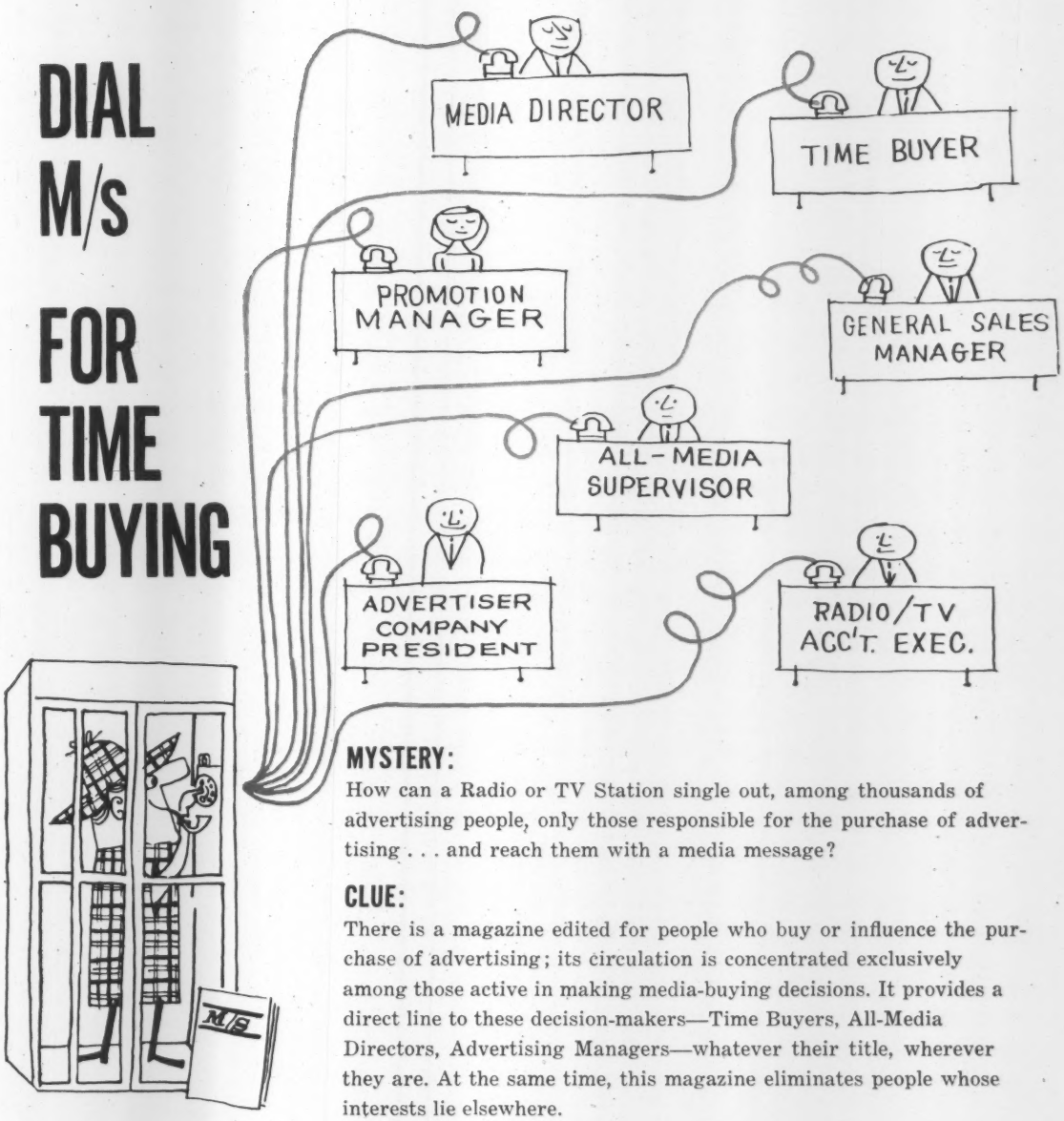
NBC SPOT SALES, National Representatives

DIAL M/S FOR TIME BUYING



MYSTERY:

How can a Radio or TV Station single out, among thousands of advertising people, only those responsible for the purchase of advertising . . . and reach them with a media message?

CLUE:

There is a magazine edited for people who buy or influence the purchase of advertising; its circulation is concentrated exclusively among those active in making media-buying decisions. It provides a direct line to these decision-makers—Time Buyers, All-Media Directors, Advertising Managers—whatever their title, wherever they are. At the same time, this magazine eliminates people whose interests lie elsewhere.

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attractive to owners and reducing its ability to operate in the public interest."

Blackburn said that it will not handle a station which is being resold after a few months' ownership with a big profit and, consequently, its business would not be materially affected by the three-year rule. "But we do feel that any further rigid rules and restrictions are not only unnecessary but dangerous," Blackburn said. "We submit that this rule would result in less radio, not more."

Another broker, Paul H. Chapman Co., opposed the rules in comments filed before the original Jan. 16 deadline was extended (BROADCASTING, Jan. 9).

A Legal Opinion ▪ Smith & Pepper, Washington law firm, told the commission that it should issue a general policy statement concerning trafficking and, thereafter, should review each case individually. The new rules would limit sales where profits are not involved—necessary for trafficking to be considered according to the FCC's own definition in the WMIE-TV case, Smith & Pepper said.

Sam J. Albritton, president of WSMT Sparta, Tenn., pretty well summed up industry sentiment when he stated: "I wish to advise that I am opposed to the FCC's proposed rulemaking. . ." Followed by the title and docket number, this was the full extent of Mr. Albritton's comment.

Commenting for some 20 station clients, the Washington law firm of Haley, Wollenberg & Bader said that abuses in the past cannot be avoided in the future by a "purely mechanical three-year rule." The firm recommended that the commission "review closely" questionable sales and "act vigorously against any proposal which is found to constitute unlawful or undesirable trafficking."

R. W. Burden Jr., president of KEEP Twin Falls, Idaho, said that he purchased 50% of that station in 1959, plans to buy more broadcast properties, and that it is his right ". . . to operate and sell any radio station that I may have an interest in as the market conditions so warrant."

Jointly-owned WARN-AM-FM Ft. Pierce, Fla., and WKDN-AM-FM Camden, N. J., charged the FCC does not effectively utilize the powers it now has. "Since the commission is already under congressional criticism for delays in its functions, it would be unwise to add to the duties of the agency further time consuming decisions . . ." caused by the proposed hearings, the stations commented.

Disarming Simplicity ▪ Multiple-owner Storer Broadcasting Co. expressed the opinion that the commission's proposal is "disarming in its simplicity. . . . This simple proposal, however, is drastic and far-reaching in its consequences—results which the commission well may not intend."

The mandatory hearing would require an 18-month to 2-year delay in a proposed transfer, Storer said, thus working to the detriment of the transferor. "The transferor's staff would be demoralized, advertising sales and revenues would be damaged, programming would be impaired and in most cases the transferor would be forced to withdraw his application to avoid complete disruption of his station," Storer told the commission. "By delaying agency action, the agency would deny justice."

KING-AM-FM-TV Seattle charged that the undue restrictions proposed on sales are contrary to sound public policy and would discourage sales to highly desirable applicants. KING praised Commissioner Rosel Hyde for his dissent (to which Commissioner T. A. M. Craven concurred) and said that his views deserve "thoughtful consideration." The station said that it "deplores the present proposal [and] is particularly concerned by the dangerous trend it appears to reflect."

Echoing the sentiments of many others, KHVH-TV Honolulu said that the commission now has all the powers it needs to curb trafficking.

At the request of NAB and Storer, deadline for commenting on the proposal was extended to last Thursday (Jan. 26), (BROADCASTING, Jan. 16). However, with FCC business hours curtailed that day because of a second heavy snow storm in eight days, respondents were given until the "next full FCC working day" to comment—Friday.

SEC. 315 DUE HILL EXPOSURE

Senate Commerce Committee approves double take by communications and watchdog subcommittees

The Senate Commerce Committee, at its organization meeting last week, in effect gave the go-ahead to a two-pronged look into Sec. 315 of the Communications Act and the effects of its suspension last year.

It approved the plans of the Communications Subcommittee for hearings tomorrow (Jan. 31) and Wednesday on how the suspension served the public interest. In addition, it gave its watchdog unit a new, if temporary, lease on life. This three-man group—created to watch for abuses of the freedom broadcasters had last year in political reporting—had been scheduled to die tomorrow.

The Communications Subcommittee, headed by Sen. John O. Pastore (D-R. I.), will hear a preliminary report by the FCC on the study it is making of the equal-time provision and the results of its suspension. In addition to FCC Chairman Frederick Ford, witnesses at the hearing tomorrow will include LeRoy Collins, NAB president; Frank Stanton, president of CBS; and Robert Kintner, president of NBC. Robert Hurleigh, president of Mutual, Alfred Beckman, ABC Washington vice president, will testify Wednesday.

Sen. Warren G. Magnuson (D-Wash.), Commerce Committee chairman, has introduced legislation to make permanent the temporary suspension, which applied only to the presidential and vice presidential candidates. Sen. Pastore, however, has indicated he favors broadening the exemption to candidates for lesser offices.

The preliminary appraisal of the effects of last year's suspension is designed to provide the subcommittee with an idea of how far Congress should go in modifying Sec. 315.

In breathing new life into the watchdog subcommittee, the parent Commerce Committee gave it additional time to complete its study and make its report. The subcommittee, either directly or through the FCC and other sources, has received "thousands" of complaints from viewers charging bias on the part of broadcasters in their coverage of last fall's campaign.

The three-man subcommittee plans to hold hearings on several of the complaints that are "illustrative" of most of those received. The watchdog staff is scheduled to start preparing this week for the hearings.

Among other matters at its organization meeting, the Commerce Committee voted to ask Congress for an appropriation of $315,000 to conduct its activities for the year beginning Feb. 1.

Mansfield bill in House too

Rep. John S. Monagan (D-Conn.) has introduced a House version of Sen. Mike Mansfield's (D-Mont.) bill (S 227) to reimburse political parties for radio-tv time purchased for their presidential and vice presidential candidates. Like the Mansfield bill, Monagan's measure would provide Federal payments for this expense of up to $1 million to major parties (those receiving over 10% of the vote) and up to $100,000 to minor parties (those receiving between 1 and 10% of the vote).

Is he being a nice guy or peddling influence?

How are you going to tell when a "contact" is for the purpose of off-the-record representation or whether the guy is just being nice?

This is the question which is troubling James M. Landis, special assistant to President Kennedy in charge of reorganizing the federal administrative agencies. The subject came up in Mr. Landis' appearance on *Meet the Press* Jan. 22 (NBC-TV, 6 p.m. EST).

Mr. Landis stated baldly that he was much concerned with the question of *ex parte* representations, but he feared there was no quick answer. He said that it would be very questionable whether a requirement that all *ex parte* occurrences be put on the record would cure the problem, because, he asked, how is a commissioner to know whether a contact was for ulterior purposes? This might defame an innocent person, he pointed out.

President Kennedy, meanwhile, appointed a three-man task force to look into drawing up a code of ethics for government employes. Named to the committee were Prof. Baelis Manning, Yale Law; Jefferson Fordham, U. of Pennsylvania Law, and former chief Judge Calvert Magruder, 1st Federal Circuit, chairman.

Among other highlights of Mr. Landis' interview (he was questioned by Anthony Lewis, *New York Times,* Sander Vanocur, NBC News; David Wise, *New York Herald-Tribune,* and Lawrence E. Spivak, program producer and regular panel member):

- The President's responsibility requires that he see that the laws are carried out efficiently and with dispatch. A strong tie to the White House does not mean White House influence on individual cases; it could mean better administration.
- There's no desire to increase regulation for the sake of regulation. The reorganization plan would give the President more power to revise agencies, but this is for the purpose of increasing efficiency. If this is accomplished it might be beneficial to the regulated industries; it might result in less regulation.
- Opposition on the part of some congressmen to the bill to give President Kennedy reorganization powers will tend to disappear when it is made clear that the authority will be used to make government more efficient. The proposed legislation, similar to authority given to President Truman and President Eisenhower, would permit the President to reorganize any government agency or department unless specifically vetoed by either house of Congress.
- The so-called "independent agencies" are supposed to be independent in the sense that the commissioners are to decide things as they think wise and not as some member of the Executive Branch may tell them.

Mr. Landis was disturbed by some instances where congressmen have financial interests in industries whose regulatory policies are set by these same men. "It is hard to put down any flat rule," Mr. Landis said, because some of these committees "have such a large jurisdiction."

Two more outlets get short-terms

Lashing out once again with its recent authority granted by Congress, the FCC last week issued two more short-term license renewals. The 15-month renewals were granted WITT Lewisburg and WKVA Lewiston, both Pennsylvania.

In addition to setting renewals shorter than the customary three-year period, the stations were admonished by the commission about previously indicated "unauthorized transfer of control of WITT to WKVA." That application was subsequently dismissed.

WITT's sale to WKVA was dismissed June 16, 1960, at request of the parties involved. The commission has charged that a transfer of control took place without due FCC authorization.

Robert L. Wilson is sole owner, president and general manager of WKVA. WITT has over 60 stockholders. Majority interest is held by Warren and Jeanne Fisher, who own 600 shares of the 4,000 shares outstanding.

Previously the commission issued short-term licenses to five stations owned by Richard Eaton (BROADCASTING, Dec. 12, 1960) and to WSTS Massena, N. Y. (BROADCASTING, Jan. 23).

Give up withheld data, FCC orders witnesses

Three tv programming talent organizations and their officers were ordered by the FCC last week to appear at a commission hearing with records subpoenaed last October, but which have refused to produce (BROADCASTING, Oct. 24, 1960).

The commission ordered MCA Inc. and its vice president, Taft Schreiber, and Dick Fishell & Assoc. and Promotions Unlimited and their executives—Dick Fishell, Betty Langley and Mary Rothschild—to testify and produce the documents. The FCC thus affirmed an order by its chief hearing examiner, James D. Cunningham (BROADCASTING, Dec. 5, 1960).

The matter arose during hearings held by Mr. Cunningham in Los Angeles as part of the commission's overall programming inquiry. Mr. Schreiber refused to produce a list of the tv programs MCA Inc. packages without prior commission agreement to treat it as confidential and walked out when his counsel was refused permission to make a statement for the record.

Promotions Unlimited and Dick Fischell & Assoc. spokesmen also left the witness stand without being excused, claiming they were denied due process. All parties asked the FCC to reverse Mr. Cunningham's November ruling.

Last week, the commission dismissed the petitions for reconsideration and ordered the parties to appear at a hearing to be set by the chief hearing examiner. If they fail to do so, the FCC warned, action will be instituted in federal court.

'Payoff' rule invoked in Laurel application

FCC Chief Hearing Examiner James D. Cunningham turned thumbs down on a petition to dismiss an am application—filed by Milton Grant and James R. Bonfils—in exchange for $10,010 from the remaining applicant to cover costs (BROADCASTING, Dec. 19, 1960, and Oct. 24, 1960).

Authority for the decision was an amendment to the Communications Act, effective last September, which requires parties dropping out of a hearing to prove in detail that their expenditures were both "prudent and legitimate."

Mr. Cunningham dismissed the Grant-Bonfils application—with prejudice—but did not sanction the proposed $10,000 payment to Mr. Grant and $10 to Mr. Bonfils by Interurban Broadcasting Co., the remaining applicant for 900 kc at Laurel, Md. The hearing examiner agreed that Mr. Grant had listed expenses in excess of the $10,000 recompense, but stated that he had not produced evidence to show that these expenses were "prudent and legitimate."

Among expenses listed by Mr. Grant: $2,354 paid to his attorneys, Dow, Lohnes & Albertson (the firm has rendered a further bill for $6,250); $4,034 to his engineer, George W. Davis (who has filed suit for further payment of $6,765); rent payments for site, an

aggregate of some $3,000; out-of-pocket expenses and for transcript of hearing, some $1,000.

Mr. Grant is an air personality with WTTG (TV) and WWDC Washington. Some time after he proceeded to apply for the Laurel frequency, his parent company Metropolitan Broadcasting Co., issued a rule stating that employes could not own or hold substantial interest in other broadcast stations. The rule specifically exempted Mr. Grant, but in his petition for dismissal of his application he explained that owning the Laurel station might prejudice his future with Metropolitan.

In his memorandum opinion and order, Mr. Cunningham said that Mr. Grant had not provided the FCC with a sufficiently detailed breakdown of what his expense money had gone for. For example, the examiner stated, Mr. Grant's rent arrangement ($2,957) was not presented with full details.

Mr. Cunningham expressed the opinion that the two had had "every opportunity to make the necessary showing but had failed to do so."

Westinghouse buy protested by WHYN

WHYN Springfield, Mass., last week asked the FCC to put the brakes on the proposed purchase of KLAC Los Angeles for $4.25 million by Westinghouse Broadcasting Co. Westinghouse, WHYN maintains, already owns its allowable quota of seven am stations and therefore cannot add another without disposing of one.

The question before the commission is whether Westinghouse's WBZA Springfield is a "standard broadcast station," WHYN said. "There can be little question . . ." that it is, the protestant stated, in that it has a separate transmitter, antenna and other broadcast equipment from WBZ Boston, the station which it repeats. Also, WHYN pointed out, WBZA is licensed separately from WBZ.

The protesting outlet said that the WBZA operation provides no local service for Springfield and "no longer fills any needs of the community"; that WBZA was first licensed in 1925 and has repeated WBZ programs since.

WHYN asked the FCC to set the WBZA renewal application for hearing. If such renewal is denied, the station said, then the FCC could approve the Westinghouse purchase of KLAC (BROADCASTING, Dec. 12, 1960). However, it was maintained, if WBZA is renewed then Westinghouse must be required to dispose of one of its radio stations. In addition to WBZ-WBZA, Westinghouse also owns am outlets WOWO Ft. Wayne, Ind., KYW Cleveland, KEX Portland, Ore., WIND Chicago and KDKA Pittsburgh.

MOVIE CENSORSHIP UPHELD

Supreme Court, in upholding Chicago ordinance, strikes strong blow at communications freedom

The spectre of prior censorship of communication faced the nation last week as the result of a Jan. 23 U. S. Supreme Court decision that ran contrary to past rulings of the court.

In a 5-4 decision that drew one of the most violent dissenting opinion's in history, Justice Tom C. Clark wrote a majority opinion which upheld the right to censor but withheld an opinion as to the methods by which it should be accomplished. The ruling was handed down in the Chicago case of Times Film Corp. vs the City of Chicago.

First to rise in protest was President Eric Johnston of the Motion Picture Assn. of America. He said the ruling "should be a trumpet call to all believers in free expression."

The highest court rejected an appeal to strike down the half-century-old Chicago ordinance providing for film censorship. Justice Clark held that states should be free to select the best method of preventing the showing of obscene movies. This beat down the Times Film claim that pornography laws should be invoked after a film had been shown. At issue in the case was refusal of the petitioner to submit its "Don Juan" foreign film for review by the Chicago police commissioner, issuer of exhibition permits.

Joining Justice Clark in the decision were Justices Felix Frankfurter, John Marshall Harlan, Charles E. Whitaker and Potter Stewart. Chief Justice Earl Warren was flanked in his dissent by Justices Hugo L. Black, William O. Douglas and William J. Brennan. Justice Douglas also wrote a dissent in which Chief Justice Warren and Justice Black joined.

Not Absolute ▪ Basic censorship authority was at issue in the case, Justice Clark wrote, noting that "it has never been held that liberty of speech is absolute." He refused to accept the claim that previous restraint cannot be justified regardless of the capacity for or extent of evil.

In dissenting, Chief Justice Warren wrote: "This case clearly presents the question of our approval of unlimited censorship of motion pictures before exhibition through a system of administrative licensing. Moreover, the decision presents a real danger of eventual censorship for every form of communication be it newspapers, journals, books, magazines, television, radio or public speeches." He added it has "endangered" the first and 14th Amendment rights of all others engaged in the dissemination of ideas.

The Chief Justice's dissent noted the decision "gives official license to the censor, approving a grant of power to city officials to prevent the showing of any moving picture these officials deem unworthy of a license. It thus gives formal sanction to censorship in its purest and most far-reaching form, to a classical plan of licensing that, in our country, most closely approaches the English licensing laws of the 17th century which were commonly used to suppress dissent in the mother country and in the colonies." He added, "Although it is an open question whether the impact of motion pictures is greater or less than that of other media, there is not much doubt that the exposure of television far exceeds that of the motion picture."

The dissent of Justice Douglas said in part: "As long as the First Amendment survives, the censor, no matter how respectable his cause, cannot have the support of government. It is not for government to pick and choose according to the standards of any religious, political or philosophical group. It is not permissible, as I read the Constitution, for government to release one movie and refuse to release another because of an official's concept of the prevailing need or the public good." He added that the First Amendment was designed "to enlarge, not to limit, freedom in literature and in the arts as well as in politics, economics, law, and other fields. . . . Its aim was to unlock all ideas for argument, debate and dissemination."

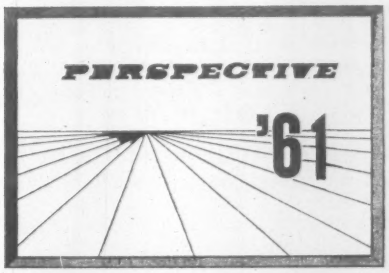
Still some holes in the 'New Frontier'

Several key government posts of interest to broadcasters remain to be filled by President John F. Kennedy, though most of the top spots are operating under his appointees.

Last week the President named Frank B. Ellis, New Orleans lawyer, as director of the Office of Civil & Defense Mobilization, and Wallace Turner, KPTV (TV) Portland, Ore., as assistant to the Secretary for Public Affairs, Dept. of Health, Education & Welfare.

Among positions not taken care of are assistant attorney general for the antitrust division, Dept. of Justice, and director of the U. S. Information Agency.

ANNOUNCING



(PUBLICATION DATE: MONDAY, FEBRUARY 20 ISSUE)

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Broadcasting and the Kennedy Administration

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What's ahead in '61

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RADIO: A LONG-TERM RESPONSIBILITY

It's profit or prestige, survival or stature, Hayes says

Radio is a "tough business" which "must strike a difficult and delicate balance between profit and prestige, between survival and stature," Arthur Hull Hayes, president of CBS Radio, told the Georgia Radio & Television Institute last week, in Athens.

"We all know that the rent must be paid, and that secretaries, announcers, engineers and the rest tend to want a regular paycheck," he asserted. "But we all know also that any business conducted with only profit in mind is essentially a short-term affair. And we also know that we've been assigned the frequencies on which we operate, and which we can lose. This creates a built-in, never-ending responsibility.

"I fully believe that the more we expand the remarkable medium of radio—the more we explore the new ways in which it can be useful and meaningful to the public—the more abundant the returns will be."

More Emphasis on Who ▪ Mr. Hayes said the business of buying and selling time should be conducted with less emphasis on cost-per-thousand and more on "cost-per-thousand *who*." He said: "Ask any salesman whether he'd prefer to have a long list of names—or a short list of *prospects*." But to get the qualitative information needed to locate a product's best prospects in the audiences of mass media, he cautioned, will require "more thoughtful, more imaginative, more precise research than we have developed as yet."

It is up to broadcasters, he continued, to prod researchers by asking for these "fine tools, the precision instruments with which to increase our areas of certainty in this uncertain and exciting business."

He traced the steady growth of radio, its format changes and its con-

Etv's future is under study

A look into the next 10 years in the development of educational television is being taken by the Educational Media Study Panel, set up by the U. S. Office of Education under Title VII of the National Defense Education Act. This act provides for more effective use of tv, radio, motion pictures and related media for educational purposes.

Five meetings have been held by the panel since last June 30. At a session Jan. 13 the panel heard the views of Dr. Frank Stanton, president of CBS Inc., and John F. White, president of National Educational Tv & Radio Center, New York, among others.

A series of research projects financed by defense act funds has been started under panel direction. Dr. Wilbur Schramm, director of the Stanford U. communications division, is directing studies into the teaching value of tv, the role of tv in informing people about public affairs and the fine arts, and ways to finance educational tv.

A study at U. of Nebraska, farthest advanced of panel research projects, deals with the availability of recorded material, how it is exchanged and the need for more programming. National Assn. of Educational Broadcasters, Washington, is directing research into the needs of stations for channels and the potential of airborne tv. William Harley is NAEB president.

Depth research into the audiences of six different types of etv stations (open circuit) is under the direction of NETRC and Mr. White.

Dr. John W. Meaney, on leave as director of the U. of Houston radio-tv-film center and KUHT (TV), educational station, is serving as tv consultant to the panel and Office of Education liaison. Also active in the project are Dr. C. Walter Stone, director of educational media for Office of Education, and Dr. Franklin Donham, specialist for radio-tv education.

Members of the panel are C. M. Braum, engineering consultant, Joint Council on Educational Television; LeRoy Collins, ex-Governor of Florida and now president of NAB; Leland Hazard, vice president, Pittsburgh Plate Glass Co.; Richard B. Hull, director of broadcasting, Ohio State U.; Herold C. Hunt, professor of education, Harvard; Kenneth Oberholtzer, Denver superintendent of schools; John Richards, chancellor, Oregon Board of Education; Graham T. Winslow, Massachusetts Council for Public Schools, and William E. Spaulding, Houghton Mifflin Co. The co-chairmen are Mr. Hull and Roy M. Hall, who has just resigned as assistant commissioner, Office of Education.

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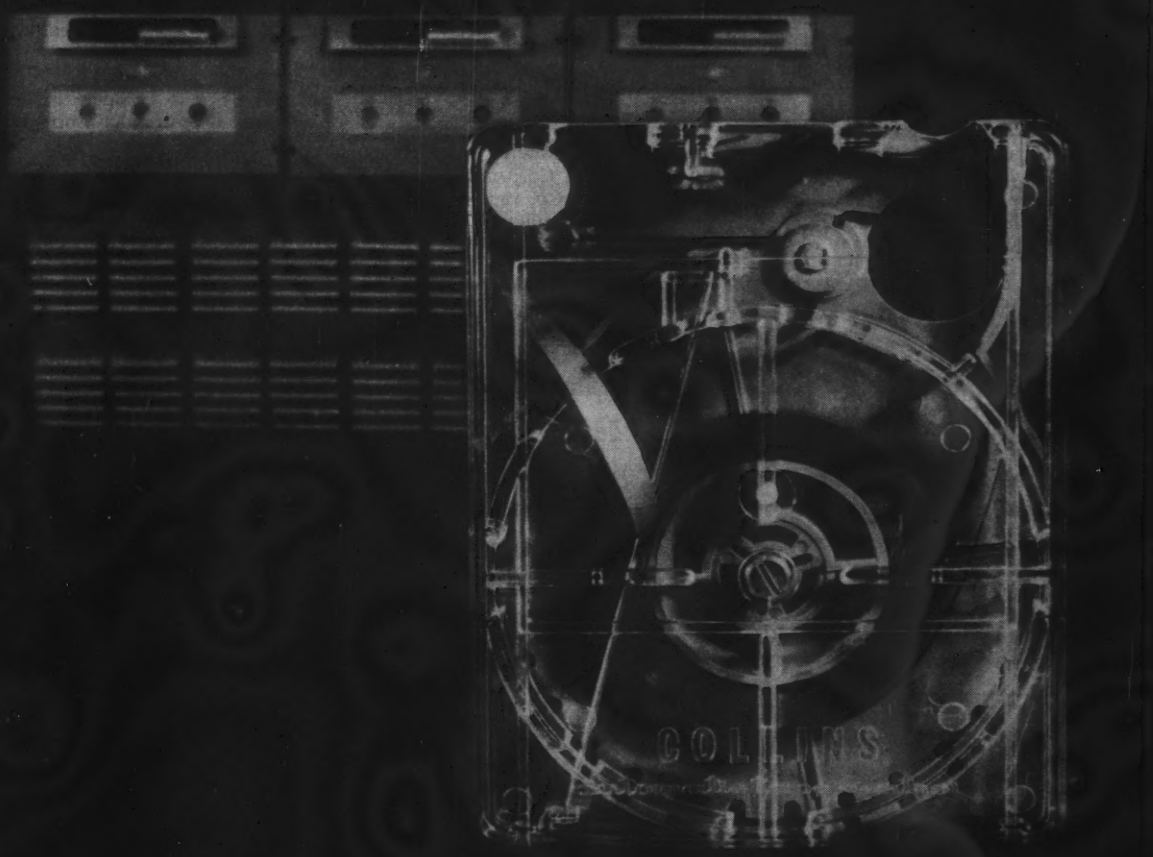

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tinuing popular appeal in the face of television's expansion, and cited low-cost frequency, mass audiences, flexibility and sales impact among the advantages it offers to advertisers whether it is used alone or in combination with television or other media.

Robert F. Hurleigh, president of Mutual, had some direct talk for the U. of Georgia's Henry W. Grady School of Journalism, one of the sponsors of the Institute. He suggested that the philosophy of the George Foster Peabody broadcasting awards, handled through the Grady School, be revised to recognize "daily" instead of "annual" achievements and meritorious public service by radio and tv stations.

Daily Accomplishments ▪ Broadcast journalism has reached the point where it can count its accomplishments daily, Mr. Hurleigh observed. He said recognition of this fact by the Peabody group—and other awards group—would encourage greater year-round efforts rather than spasmodic special efforts made with a specific award in mind.

He suggested that awards groups limit entries to programming presented within a certain time period—say two weeks—which would not be specified until the period had passed. This would be a variation on the way FCC picks the days of the "composite week" for which it requires stations to submit logs.

Such a philosophy, he said, "simply by recognizing daily rather than annual services, would motivate more journalistic efforts, would prompt more scheduling than is even now being done in the broadcasting field."

Mr. Hurleigh said broadcasting's journalistic contributions over the years have whetted the public appetite to a point where newspapers, magazines and non-fiction books have all benefited along with radio and tv. But, he noted, "efforts broadcasters make themselves to foster their own activities in news and journalism fields continually find roadblocks that must be hurdled" in order to get equal access with other media.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week, subject to FCC approval:*

▪ KFRM Concordia, Kan.: Sold to Norman E. Kightlinger and associates for $201,000. This is part of two step transaction whereby Metropolitan Broadcasting Corp. is buying Cook Broadcasting Co. radio and tv stations for $10.25 million. These include KMBC-AM-TV Kansas City, Mo.; KMOS-TV Sedalia, Mo., and KFRM (BROADCASTING, Dec. 26, 1960). KMOS-TV is being sold to Jefferson Television Co., owner of KRCG-TV Jefferson City, Mo., for $200,000. Both KFRM and KMOS-TV have been operated mainly as satellites of KMBC stations. Mr. Kightlinger is in furniture business. KFRM operates on 550 kc with 5 kw daytime only.

▪ WBOX Bogalusa, La.: Sold by Joseph A. Oswald to Magic City Corp. for $80,000. Magic City is composed of a group of St. Louis businessmen. Station is 1 kw daytimer on 920 kc. Broker was Hamilton, Landis & Assoc.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 79).

▪ WOHI-AM-FM East Liverpool, Ohio: Sold by Richard V. Beatty, George T. Farrell and Michael Turk to Constrander Corp. for $175,000 and agreement not to compete in area for five years. Constrander Corp. is headed by Joseph D. Coons as president.

Network-union talks go on; no strike seen

Present ABC and NBC contracts with the National Assn. of Broadcast Employes & Technicians and CBS contracts with the International Brotherhood of Electrical Workers are scheduled to expire tomorrow (Jan. 31) but indications are that negotiations will continue beyond.

Neither management nor union sources would comment on the two negotiations, held since early this month, but the consensus seemed to be there was no imminent threat of a strike. CBS talks with IBEW began in New York and shifted last week to union headquarters at Washington, D. C. NBC-ABC negotiations with NABET are in Cincinnati.

The issue of job security appears to be paramount in both negotiations. The networks are reported to be pressing for a reduction in the number of technicians they employ, claiming their present method of operations do not require all the employes now on staff.

The unions are seeking higher wages and asked initially for a reported 25% increase. Management is said to have countered with a modest rise. At ABC, NABET seeks to establish a pension and welfare plan already in existence at NBC.

The networks, as is customary, have continued training non-union personnel for stand-by duties to replace technicians, if a strike begins.

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Religious group wants code enforced

NAB and related industry groups were urged Jan. 25 by the National Religious Broadcasters to implement and enforce code provisions to eliminate "all immoral or obscene shows which portray depravity or lack of virtue and which contain lewd, obscene, profane and libelous language."

At its three-day meeting in Washington, NRB also called on the industry to eliminate "all shows which represent excessive violence bordering on sadism." The association opposed presentation "of film clips of the most immoral and violent scenes in these reprehensible shows for advertising purposes." While stating the association abhorred "dangerous aspects of licensing or censorship," it pointed to increasing danger that regulative legislation and judicial action might result. It pointed to a purported increase in juvenile delinquency and crime and said young people are being exposed "to more crime and brutality on television than ever before."

The list of speakers included several legislators from Capitol Hill (see page 56).

Dr. Eugene R. Bertermann, Lutheran Church-Missouri Synod Foundation, was re-elected NRB president, along with other executive officers.

LeRoy Collins, NAB president, pointed to the need for action as well as faith and reaffirmed the industry's interest in cooperating with religious broadcasters. Bruce Wallace, public service manager of WTMJ-AM-FM-TV Milwaukee, said industry and religious groups should hold more frequent meetings to eliminate misunderstanding. He said that stations have a responsibility to all denominations and emphasized the value of all broadcast hours for religious programming, including Sunday mornings and daytime periods.

Ford Speaks ■ In a Wednesday luncheon address to the religious broadcasters, FCC Chairman Frederick W. Ford outlined the methods of operations of the commission and the principal problems and possible solutions facing the agency. He said that he personally was against "excessive violence" on tv but that this anti-feeling did not include "all violence."

He noted that without violence, most of the stories of the Bible would be banned from television. On programming, Commissioner Ford said that stations must determine the needs of their communities and program to meet those needs. By requiring narrative explanations of steps taken to meet these needs, he said, the FCC can meet its "public interest" mandate without the "stigma" of censorship being attached to its actions.

In answering those critics who claim the FCC is controlled by the networks, Chairman Ford listed five recent steps taken by the commission to which the networks objected. These included a reduction in option time, prohibiting networks to represent stations in spot sales, recommendation to Congress that networks be regulated and the current investigation into network programming.

Fire levels WWTV; may be off 3 weeks

Although the suburban transmitter studio plant of WWTV (TV) Cadillac, Mich., burned to the ground early Tuesday morning (Jan. 24) in a $400,000 fire, the John Fetzer station is working almost around the clock to rebuild and expects to resume operation within two to three weeks, according to Rene Ellerman, vice president and general manager. A new RCA transmitter was to arrive last Thursday.

The remarkable thing, Mr. Ellerman said, is that agencies and advertisers have been calling constantly to offer help in supplying new copy and film materials. "They have been very understanding, God bless them," Mr. Ellerman said. "They have been the ones most interested in getting us back on the air."

Had it not been for the twelve degree below zero weather and the 20-30 mile winds the station might have been saved, but the fire engine pumps froze and could not deliver water to the fire. Engineers Norman Bradshaw and Richard Zakrajsek were doing maintenance work on equipment at 5 a.m. Tuesday when they smelled faint smoke. They immediately checked all equipment but found no trouble. They expanded their search throughout the building and found smoke in the overhead ducts apparently issuing from the one horsepower motor of a 20-inch circulating fan. The fire department was called but the wind and temperature proved too difficult.

Soon all the carbon dioxide fire extinguishers at WWTV were exhausted. They shoveled snow into the ducts. It wasn't enough.

Because of the high wind, the flames were deflected and heat did not affect the tower or a small new addition under construction adjoining the plant. Workmen are rushing to finish this small building for temporary operation.

The sales offices are functioning as usual at 417 North Mitchell.

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WIBG to emphasize positive in 'Young-at-heart' campaign

"Determined," as WIBG managing director John Moler puts it, "to be an exemplary Philadelphia citizen," the Storer station has launched a "Young-at-heart" fund campaign to help the city's youth recreational facilities combat juvenile delinquency.

Realizing the 35-year-old outlet's potential to be a powerful, constructive force in the community, station executives did considerable research before selecting a cause to support. The station has a long history of successful service and this model project promises to be one of the most outstanding.

A questionnaire prepared by Mr. Moler and his colleagues, program manager Roy Schwartz and news director Jerry Grove, was submitted to 104 community leaders. It asked which of 16 problems they considered most pressing, what could be done to alleviate it, what use the station could put its facilities to to provide solutions. Juvenile delinquency was selected as the most critical. Philadelphia health commissioner John J. Hanlon summed it up: "The problem (of juvenile delinquency) involves everyone. There is no single answer. One suggestion is to publicize the contributions and successes of young people . . . not just those who get into trouble. Basically, (young people) are searching for a reason for existence, for recognition, praise and admiration."

To help decide exactly what could be done, the station turned to professionals. Recreation commissioner Robert Crawford urged aid be given to volunteer groups who are motivated to improve the opportunities in their neighborhoods. He provided the station with a list of groups needing assistance.

Long Study ▪ Others were asked for their views. Out of the five-month study a plan was created. First step is the Young-at-heart campaign to raise funds for recreation facilities and equipment.

Arthur Kaufmann, a retired department store executive (executive head, Gimbel's) and a community leader, agreed to serve as chairman of the trustee committee for the fund. As a staff Mr. Kaufmann and the station will have Frank McGlinn, vice president of Fidelity-Philadelphia Bank; Clif Harbough, vice president Liberty Real Estate Bank, recreation commissioner Crawford and Mr. Moler.

Guiding "Young-at-heart" campaign are (l. to r.) WIBG managing director John Moler; Arthur Kaufmann, Philadelphia management consultant and retired executive head of Gimbel's Department Store, and Robert Crawford, city recreation commissioner.

Two clever promotions were agreed on to raise the money needed. Biggest is a 45 rpm dream record featuring a duet between Fabian Forte and Frankie Avalon, Philadelphians who are authentic stars in their field. Robert Marcucci, president of Chancellor Records ,a local firm under whose label both youngsters sing, volunteered to supply 5,000 free discs. To avoid royalties the stars sang the public domain song *When the Saints Go Marchin' In.* Made as a "Golden Record" (actually amber colored), it will be sold for a $2 contribution to the fund. On the reverse side five station personalities parody *I've Been Working on the Railroad* with *I've Been Working on the Radio.*

As a second fund raiser the station has offered its disc jockeys for family dance parties to be sponsored by school, church, civic and other groups which guarantee a sizable donation to the fund. Supplementing the fund-raising campaign will be other activities to fight juvenile delinquency. A series of discussion programs, station editorials and stories on young people's leadership in fields of juvenile activity are being set up.

WIBG and its trustee committee look for big results—not only in money but in public awareness. Committee chairman Kaufmann says: "There has been a great deal of emphasis on causes of juvenile delinquency and not enough on juvenile decency. We are particularly anxious to help those who want to help themselves."

WUSN-TV joins ABC-TV

ABC-TV and WUSN-TV Charleston, S. C., have announced a primary affiliation agreement, in effect now. WUSN-TV, ch. 2 facility in two-station market, had been a primary affiliate of NBC, with secondary ABC tie. The station is owned by Reeves Broadcasting & Developing Corp., J. Drayton Hastie, president. (The other local station, WCSC-TV, is on ch. 5 and affiliated with CBS.) WCIV (TV) has a permit for ch. 4 but is not on the air yet. ABC said that the new affiliation brings primaries on network to 116. NBC officials said they had terminated the WUSN-TV affiliation and had arranged clearance of some programs on WCSC-TV pending permanent arrangements.

WVNJ Newark joins Mutual

A New Jersey station serving the metropolitan New York area becomes an affiliate of Mutual today (Jan. 30). WVNJ Newark, owned and operated by the *Newark Evening News,* will initiate its MBS service by integrating 10 of the network's 36 five-minute newscasts into its 6 a.m.-midnight schedule.

OVERSEAS TV FILM MARKET

Its potential's great, Hollywood group is told, but U.S. producers must overcome some obstacles

The foreign market for American-made filmed tv programs is a shimmering rainbow of potential profits, a panel of experts told last Tuesday's (Jan. 24) meeting of the Los Angeles chapter of the National Academy of Television Arts & Sciences. But, they warned, there are many pitfalls in the path to the pot of gold across the seas.

The panel members were Richard Dinsmore, west coast sales manager of Screen Gems, who reported that already one-sixth of his company's total sale of tv films is made outside the U.S.; Robert F. Lewine, CBS Films vice president for programs, who cited statistics predicting that before the end of next year there will be more tv sets in use in the Free World outside the U.S. than within this country, and Henry S. White, general manager of National Telefilm Assoc., who noted that with the increase in tv homes abroad there has come a concurrent increase in the volume of good tv programs being produced in foreign countries.

Among the problems they said must be solved, before U.S. producers of tv films can cash in on a world market, were these:

- Import limitations such as that of Great Britain, where only 14% of all films shown on tv may be brought in from abroad.
- Money restrictions such as in Japan, where the maximum price for a half-hour imported tv show is pegged at $500, a recent increase from a top price of $300.
- The dubbing problem, which has already arisen in Latin America, where a number of countries insist that American films cannot be shown on tv unless the dubbing from English to Spanish is done inside that country.
- The feeling that the physical conflict, a basic ingredient of a large part of the American tv film output, is too violent for foreign audiences—expressed by many broadcasters in other countries who, as a result, are encouraging domestic production of programs expressly designed for the tastes of their own people.

The panel members agreed, however, that the Hollywood motion picture industry has done a tremendous job for American tv films by years of educating people all over the world in American-style entertainment, creating a desire for U.S. programs in tv as well, which is proved by the top popularity of American programs in many foreign lands.

On the other hand, the panel concurred, most foreign tv programs are made for local consumption and are not readily acceptable by American audiences. Of many British-produced tv series brought to America, only *Robin Hood* scored a major success, they noted. Mr. White felt foreign producers may be more successful in the American market with documentary programs than with tv films of pure entertainment. He cited the Churchill series currently broadcast on ABC-TV as an example and said he has recently seen a British-made series of medical documentaries which he is thinking of importing because "they are far superior to anything I've seen before."

The panel session followed an exhibition of films from England (a well-done, but depressing documentary on slum life in a northern English city); France (a children's program of a boy and his pet baboon and their adventures in the French farm country, strikingly dissimilar to *Lassie* in treatment despite the resemblance in basic theme); Japan (a Grimm's fairy tale acted by puppets and delightfully photographed in vivid color), and collections of British and Japanese tv commercials. The British spots were much like our own, the most noticable difference being the English pronunciation. The Japanese commercials were more artistic than the usual U.S. spots, presenting their sales messages in settings of striking design. Somewhat surprisingly, the Japanese programs and commercials both made extensive use of music in the modern American idiom rather than the traditional Oriental scoring.

BBC buys air rights to heavyweight bout

TelePrompTer Corp.'s ancillary sales of radio-tv coverage of the March 13 Floyd Patterson - Ingemar Johansson heavyweight title fight in Miami rose by another $50,000 last week with the purchase by the British Broadcasting Corp. of broadcast rights in the British Isles. TelePrompTer said the record purchase price is in addition to $300,000 already paid by ABC Radio for U. S. and Canadian radio rights.

BBC will carry a live radio broadcast

HEALTHIER SALES

FOR YOUR RADIO STATION WITH AMERICA'S ONLY INTERNATIONAL HEALTH PROGRAM & PERSONALITY!
CARLTON FREDERICKS'
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Five 25-minute shows per week, offered exclusively on a one-station-per-market basis, with firm commitment from national advertiser to buy the Carlton Fredericks Show immediately on YOUR station.

America's Foremost Nutritionist
Carlton Fredericks, Ph.D.

Top National Advertisers BUY Carlton Fredericks' LIVING SHOULD BE FUN

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Eclipse Mattress
Fels & Co.
Mountain Valley Water
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Vademecum Tooth Paste
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Top Radio Stations SELL Carlton Fredericks' LIVING SHOULD BE FUN

WOR New York, N. Y.
WLW Cincinnati, Ohio
WGAR Cleveland, Ohio
WCUM Cumberland, Md.
WJTN Jamestown, N. Y.
WDOE Dunkirk, N. Y.
WGGO Salamanca, N. Y.
KTHS Little Rock, Ark
KWKH Shreveport, La.
WAAP Peoria, Ill.
WJMJ Philadelphia, Pa.
KGON Portland, Oregon
WHAM Rochester, N. Y.
WIBX Utica, N. Y.
WBOF Norfolk, Va.
WKYW Louisville, Ky.
WNAC Boston, Mass.
WWL New Orleans, La.
KLZ Denver, Colo.
WTJS Jackson, Tenn.
KQAQ Austin, Minn.
WTUX Wilmington, Del.
WFMD Frederick, Md.
WLAK Lakeland, Fla.
KGB San Diego, Calif.
WDEF Chattanooga, Tenn.
WDXR Paducah, Ky.
KFH Wichita, Kansas
WWVA Wheeling, W. Va.
WLAV Grand Rapids, Mich.
WRTA Altoona, Pa.
WMAL Washington, D. C.
WENY Elmira, N. Y.
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KXYZ Houston, Tex.
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WSOR Windsor, Conn.
WAQE Baltimore, Md.

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One Park Avenue N.Y. 16, N.Y.
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of the bout followed by a taped repeat the following night. A kinescope of the fight will be flown to London for later viewing. Irving B. Kahn, president of TelePrompTer, said agreements are expected soon for other foreign radio and television rights and motion picture distribution. He said the bout is certain to have more money committed from ancillary sources than any fight in history (on tv in the U. S., the fight will be seen in theatres via closed circuit).

CBS-TV Stations signs with RAI

In an international move of major scope, CBS Television Stations Div. last week signed a mutual assistance pact with RAI Corp., the Italian radio-tv system which operates one of the largest tv networks outside the U. S. The agreement calls for an exchange of broadcasting information between the two companies which will include technical developments, program production, news and public affairs and promotional techniques. There also will be an exchange of technical personnel and equipment.

The agreement marks the third important international step by the CBS Television Stations Div. within the past eight months. The division completed a pact last June with an organization which will operate a second tv network in West Germany, and at the same time it announced the founding, together with Argentine interests, of Proartel, a program production company in Buenos Aires which will service Argentine tv.

New Toronto firm

Standard Broadcast Sales Ltd. has been formed at Toronto to represent Canadian stations featuring "quality programming" in major markets. The new firm is affiliated with Standard Radio Ltd., Toronto, which owns CFRB Toronto and CJAD Montreal, and will represent these two stations.

Waldo Holden, vice president and sales director of CFRB, is president of Standard Broadcast Sales Ltd. Ralph J. Judge is vice president at Montreal, William M. Brennan at Toronto. Each formerly was in charge of a Radio Time Sales office in these cities.

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1	George SKINNER. NUTS AND BOLTS OF RADIO. A Manual of Contemporary Programmings. THE KATZ AGENCY,666,5 Ave, NEW YORK 19,1959	[redacted]

Высылать по адресу: to the address: à l'adresse: an die Adresse:

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PYATNITZKAYA,25
MOSCOW/USSR/

'Nuts & Bolts' goes abroad

The Soviet Union has its eyes on contemporary radio procedures, or as The Katz Agency, station representative, would put it, on "The Nuts and Bolts of Radio." More than a year ago, Katz issued a manual by that name authored by its director of radio programming services, George Skinner. The manual listed do's and don't's for radio formats and was based on Mr. Skinner's work and analyses in the field.

An article was printed on Mr. Skinner's manual in the Sept. 21, 1959, issue of BROADCASTING. Katz last week reported a request for a copy of the manual from the Information Bureau in Moscow (see cut). Similar requests have come from such points abroad as Australia and Israel.

TV'S FESTIVAL BINGE

ATAS plans fall U. S. event as first Monaco gala begins

In the rash of international television festivals this year in Monaco, Switzerland and the USA, the fall event planned by the U. S. National Academy of Television Arts & Sciences is bidding to become the most enduring and broadly based. The "First International Assembly of Television Arts & Sciences" will take place in New York and Washington Nov. 4-11. (An International ATAS organization will be proposed.)

ATAS is planning ahead and has invited other nations to share festival sponsorship. Plans are to get it out of this country by 1963 with the site moving around the world thereafter. Tex McCrary, chairman of the event, speaking to foreign broadcasters in New York earlier this month told them the American academy wants only to nurse the festival along its first few years. He invited them (27 representatives of 47 countries were there) to serve on all festival committees and the ATAS has sent letters outlining the project to more than 60 countries that have television. Others that have no tv but are interested will also be invited to participate.

Next fall's festival will be in Los Angeles, the 1963 festival in some other country, ATAS hopes, and it returns to New York in 1964 to coincide with the World's Fair. Planners are looking to this date for operation of global

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It's taped "motivational" background music by Magne-Tronics—for station transmission to restaurants . . . supermarkets . . . hotels . . . industrial plants . . . offices . . . etc.

This valuable, income-producing asset fits ideally into station operations—in markets large and small. Perfected for FM Multiplexing and/or wired line transmission.

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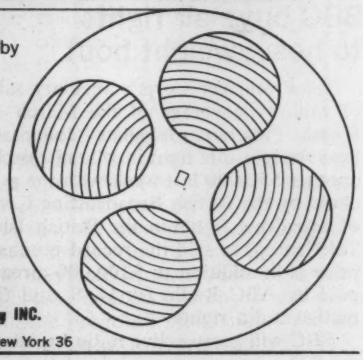


Magne-Tronics, INC.

"motivational" music that makes money/ 49 West 45th Street, New York 36

satellite television and an opportunity to show the role of American tv in a presidential campaign. This year's event was planned for the eve of the New York mayoralty election, showing visitors tv political coverage on a local level.

To insure continuity, each year's co-chairman will represent the following year's festival city. The academy has appointed John K. West, NBC Pacific Div. vice president, to serve as Mr. McCrary's co-chairman.

One World Prize ▪ Program awards for the first International Festival of Tv Arts & Sciences will be limited to one, that best illustrating the theme, "Greater World Understanding Through International Television." Talks are underway now with some well known tv figure to donate the prize. Planners envisage an eventual total of 10 to 12 award categories for programs but want to let this evolve slowly, Mr. McCrary said, referring to ATAS "Emmy" history of a varying award structure. Romney Wheeler, director of international tv services of the U. S. Information Agency, who has joined the festival committee, told the foreign group he hoped the festival would stimulate a greater flow of overseas programs to this country.

The award telecast—it could turn out to be more than one, Henry S. White, vice president of WNTA-AM-FM-TV New York who is serving as festival treasurer and program chairman, told foreign broadcasters—is planned as a high point of the festival, but should not detract from other features. These will include panels and seminars to spotlight the role of commercials in television, toll television, government regulation, investment opportunities around the world and other questions. Technological displays and broadcast demonstrations are supposed to get equal play at the festival.

The United States and Talent Assoc., New York producer, dominated a list of eight awards of the International Television Festival at Monte-Carlo Saturday (Jan. 28). "Sylphe" statuettes went to these American winners:

▪ "Medea," NTA *Play of the Week* produced by Talent Assoc., best single drama,

▪ *VIP* (with Art Carney), NBC, produced by Talent Assoc., best single entertainment program,

▪ Laurence Olivier in "The Moon and Sixpence," NBC, produced by Talent Assoc., best single performance by an actor, and

▪ "Rescue with Yul Brynner," *CBS Reports,* special award for news coverage .

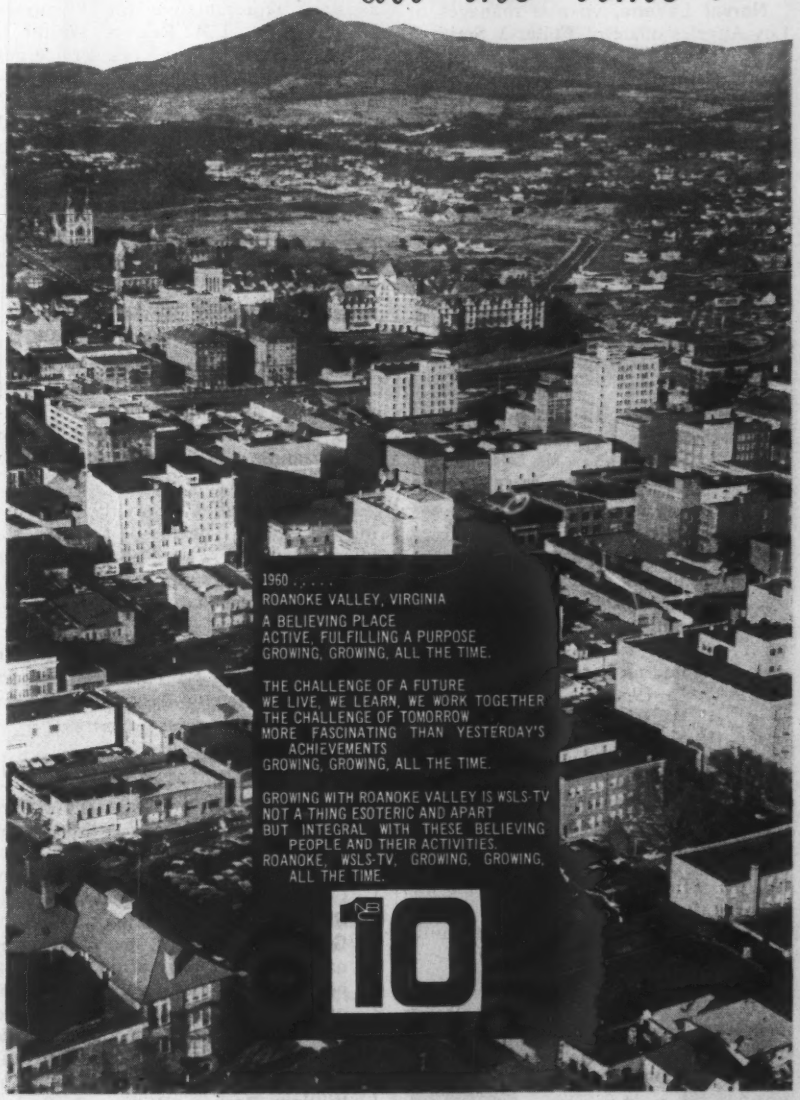
The other winners were Violetta Antier in "Judith," telecast in Argentina, best single performance by an actress; Mynao Yoshida, "The Underground Passage," Japan, best direction of a dramatic work; Sosuke Pugi, "The Last 30 Minutes," Japan, best dramatic writing, and a special award to "Choreographic Miniatures," Russia, for contribution to the art of television.

Special mentions went to "The Encounter of Tancrede and Clorinda," France; "Judged by Night," Germany; "The Fishing Rod," Canada, and Soviet actors B. Livanov and A. Gribov in the play, "Dead Souls."

These were chosen from more than 40 hours of programming submitted. The jury gave no awards in two "optional" categories, furthering international understanding and scientific contribution to tv development. *Tv Guide* editor Merrill Panitt and writer Gore Vidal represented this country on a jury headed by French writer Marcel Pagnol.

The statuettes, Cartier miniatures of Bosio's "Nymphe" in the Louvre, were awarded at a gala Saturday night hosted by Prince Rainier and Princess Grace of Monaco. Gene Kelly staged the evening's entertainment. As the festival closed, Monaco authorities were reported ready to undertake the festival again next year in spite of failure to get official support by some European broadcasting authorities.

growing, growing . . .
all the time!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ROANOKE VALLEY, VIRGINIA
A BELIEVING PLACE
ACTIVE, FULFILLING A PURPOSE
GROWING, GROWING, ALL THE TIME.
THE CHALLENGE OF A FUTURE
WE LIVE, WE LEARN, WE WORK TOGETHER
THE CHALLENGE OF TOMORROW
MORE FASCINATING THAN YESTERDAY'S ACHIEVEMENTS
GROWING, GROWING, ALL THE TIME.
GROWING WITH ROANOKE VALLEY IS WSLS-TV
NOT A THING ESOTERIC AND APART
BUT INTEGRAL WITH THESE BELIEVING PEOPLE AND THEIR ACTIVITIES.
ROANOKE, WSLS-TV, GROWING, GROWING, ALL THE TIME.
NBC
10

WSLS-TV * National Representatives, Avery-Knodel, Inc.

BROADCAST ADVERTISING

Stever Aubrey and **John R. Rockwell,** vps at Doherty, Clifford, Steers & Shenfield, N. Y., elected to agency's board of directors.

Donald E. Gehring, formerly with Honig-Cooper & Harrington, Los Angeles, to Donahue & Coe, that city, as vp in charge of client relations, effective Feb. 1.

Carl H. Rush, Ph.D., vp in research department of Ted Bates & Co., N. Y., and member of agency's research policy committee, appointed vp and director of research. Dr. Rush, holder of Ohio State U. psychology degree, formerly was research adviser with Standard Oil of New Jersey and joined Bates in 1959.

Norval LaVene, vp and manager of Los Angeles office of Fuller & Smith & Ross, elected to board of governors of Southern California Council of AAAA, filling vacancy created by move of **T. L. Stromberger** who becomes senior vp in F&S&R's New York office.

Frank Horsley, vp and secretary of Pacific National Adv., Seattle, Wash., named office manager.

Mr. Griggs

Mr. Goldsmith

M. Michael Griggs and **Jack Goldsmith** elected vps of BBDO, N. Y. Mr. Griggs joined agency in 1946 as trainee. He was appointed assistant account executive following year, account executive in 1957, and group head last year. Mr. Goldsmith joined BBDO's Buffalo, N. Y. office in 1949 as print artist. He was appointed art director in that office in 1951. In 1956, he was transferred to N. Y. as tv art director, and appointed tv art supervisor in 1958.

Richard P. Monley, assistant group head of consumer products division, Mac Manus, John & Adams, Bloomfield Hills, Mich., named account group supervisor on American Oil Co.-Standard Oil Co. (Indiana) account. MJA was named after reorganization of American and Standard (Indiana) last month for institutional-financial-corporate advertising.

Norman K. Saxer Jr., formerly assistant to vp of Comet Rice Mills, Houston, to Gardner Adv., St. Louis, as creative-contact executive.

Roger D. Stake, pr director of Louis Benito Adv., Tampa, Fla., elected vp.

Mr. Mahlmeister

Donald F. Mahlmeister appointed group supervisor of commercial products division at MacManus, John & Adams, Bloomfield Hills, Mich. **Dale Brubaker** and **Roy M. Marshall,** account executives, advanced to account supervisors in same group.

James C. Lewis, formerly with CKLW-AM-TV Windsor, Ont.-Detroit, to Stockwell & Marcuse, Detroit advertising agency.

Douglas P. Walker, formerly with Erwin Wasey, Ruthrauff & Ryan to Hollywood office of N. W. Ayer & Son as assistant representative for Plymouth Dealers Assn., L.A. Region. **Walter J. Wilcox** to Ayer's New York service department after two years as sales promotion manager of Sanforized Div. of Cluett, Peabody & Co., N. Y. **Gerald Popper** and **Harvey A. Pool** to Chicago copy department of Ayer. Mr. Popper was advertising-sales promotion-research director for WBBM Chicago and Mr. Pool was in catalog and retail advertising departments of Montgomery Ward & Co., Chicago.

Valton G. Holley named assistant account executive at Tracy-Locke Co., Dallas.

Stanton Kramer, formerly director of advertising and pr for ABC-TV Network western division, to The Goodman Organization, Los Angeles, as executive vp.

Richard Goebel, formerly advertising director at The Nestle Co., N. Y., joins Dancer-Fitzgerald-Sample, that city, as account supervisor. **Martin J. Friedman** appointed merchandising director.

Hal Thompson, tv producer at Fuller & Smith & Ross, N. Y., joins Lambert & Feasley, that city, as tv producer on Hudnut-DuBarry, Pro Tooth Brush and Fizzies instant drink accounts.

Louis Stark, formerly department manager at R. H. Macy Co., N. Y., joins Doyle Dane Bernbach, that city, as marketing executive.

Marv Rubin appointed advertising and merchandising manager of Beltone Hearing Aid Co., Chicago. Move is in conjunction with firm's expanded radio-tv advertising.

Robert J. Probst joins Needham, Louis & Brorby, New York, as account executive. **Lawrence Hotchkiss** and **Emery T. Smyth** join agency as copywriters.

Walter H. Nelson and **Morton H. Kaplan** appointed vps of Herbert M. Kraus & Co., Chicago pr firm. They are director of operations and assistant to president, respectively.

Rupert Witalis, for six years an art director with Compton Adv., N. Y., appointed to head art department. Mr. Witalis, who was named art supervisor in 1955 and vp in 1960, came to Compton from Robert W. Orr, where he served as art director.

Mr. Davis

Mr. Sapan

Herman Davis and **Maxwell Sapan** named vps in creative department, Compton Adv., N. Y. Mr. Sapan was formerly vp and copy chief at Fletcher Richards, as well as vp and creative director at Bryan Houston. Mr. Davis has served as vp in charge of art, member of creative plans boards, and art director, at such agencies as Doherty, Clifford, Steers & Shenfield, Doyle Dane Bernbach, and Grey.

LAA elects Siese president

Nat Kameny, president of Kameny Assoc., N. Y., elected president of League of Advertising Agencies, succeeding **Alfred Siesel** of H. J. Siesel Co., N. Y. New league vps: **Mel Rubin** of Shaller-Rubin Co., **William G. Seidenbaum** of firm under his name and **Leonard Stein** of agency bearing his name. **Leonard Janklow** of Dobbs Co. is new secretary and **Aaaron Holzman** of Monitor Adv. is treasurer. Elected to board: **Arthur Bandman** (Arthur Bandman Adv.), **William Barber** (William J. Barber Assoc.), **Ben Bliss** (Ben Bliss Co.), **Hy Blumberg** (Blumberg & Clarich), **Jack Gilbert** (Jack Gilbert Assoc.), **Myron Jonas** (Myron Jonas Co.), **Martin Landy** (Altman-Stroller Adv.), **Lester Loeb** (Byrde-Richard & Pound), **Mel Mohr** (Mohr & Eicoff), **David Rothschild** (David E. Rothschild Adv.), **Ysobel Sandler** (Ysobel Sandler Adv.), **Max Sinowitz** (Chelsea Adv.), **Arthur Sudler** (Sudler & Hennessey) and **Joseph I. Sonnenreich.** LAA elections were held in New York.

Mr. Schwed

Warren W. Schwed, vp in charge of publicity-promotion activities at Grey Adv., N. Y., named director of newly-formed merchandising services department. New division combines merchandising, sales promotion and publicity, and offers these functions to agency clients. Before joining Grey in 1959, Mr. Schwed was director of advertising and pr at Eureka Williams.

Thomas Aitken Jr., vp and general manager of McCann-Erickson Corp. (International), Buenos Aires, assigned to agency's N. Y. headquarters, to direct and coordinate activities of offices in southern Latin America.

Robert Dolobowsky, formerly of Grey Adv., N. Y., joins Doherty, Clifford, Steers & Shenfield, that city, as vp in charge of art.

John F. W. McClure, formerly vp and account director at McCann-Erickson, N. Y., joins J. M. Mathes, that city, as vp and account supervisor.

Margaret Cahill Frampton, formerly of Personal Products Co., division of Johnson & Johnson, joins Ted Bates & Co., N. Y., as assistant account executive on International Latex.

Alfred W. de Jonge, formerly European liaison for BBDO, joins Benton & Bowles, N.Y., as deputy in international area, reporting to Charles A. Pooler, senior vp in charge of administration and international operations.

Wanted For Television Station

Qualified technicians

looking for top employment with good future to replace present technicians on strike. Top salary for good men.

Box 826D, BROADCASTING

Mr. Herdegen

John W. Herdegen, formerly of Lennen & Newell, N. Y., joins creative department of Geyer, Morey, Madden & Ballard, that city. Mr. Herdegen, who was vp and group copy supervisor at L & N, was also associate copy director at Young & Rubicam when he left after 14-year association.

Martin C. Rifkin promoted to operations manager, Hicks & Greist, N. Y. Mr. Rifkin, who will now be in charge of all art, copy and traffic, joined agency in 1955 as production manager.

A. O. Buckingham, managing director of Young & Rubicam Ltd., London, returns to N. Y. as senior vp and member of plans board. **James P. Wilkerson,** senior vp, succeeds Mr. Buckingham in London.

Joseph G. Mohl, vp of Ross Roy-Brooke, Smith, French & Dorrance, Detroit, joins Hixson & Jorgensen, Los Angeles as account executive. Before going to Detroit 2½ years ago, Mr. Mohl had been head of Ross Roy office in Hollywood.

Jack Page, formerly account executive with Robinson, Fenwick & Haynes, Los Angeles, joins Hollywood office of Grant Adv. in the same capacity.

Edward Vallanti, formerly copy chief at Maxon Adv., N. Y., and **Rudy Fiala,** of Grishwold-Eshleman, Cleveland, join copy staff, Doyle Dane Bernbach, N. Y.

William G. Kay Jr., frozen foods product advertising manager at Campbell Soup Co., Camden, N. J., named product marketing manager for Franco-American products, succeeding **Richard L. Baird,** named assistant to director-industrial engineering. **Robert L. Kress** named to new position of assistant to vp-marketing.

James A. Ketchum, formerly regional sales manager for WICU-TV Erie, Pa., to Lando Adv., Pittsburgh as account manager. He will headquarter in agency's Erie office.

Lewis E. Pierce Jr. joins Charles F. Hutchinson Adv., Boston, as account executive.

Paul H. Willis, vp in charge of advertising for The Carnation Co., Los Angeles, chosen as "Advertising Citizen of 1960" by Western States Advertising Agencies Assn., which will formally present award Feb. 18 at its annual dinner dance.

Edward E. Keeler joins Anderson-McConnell Adv., Hollywood, as industrial advertising director. He had been vp with Compton Adv. **Don Ross** named radio-tv director.

Margaret Rudkin, founder and president of Pepperidge Farm Products, and

WAST PUTS YOUR MESSAGE ACROSS

In this important ALBANY—SCHENECTADY—TROY MARKET . . .

Special balanced programming attuned to area preferences exposes more prospects to your selling strategy. And . . . viewer confidence in WAST multiplies the effectiveness of your sales message.

SELL Where People BUY WAST ch. 13 ALBANY, N. Y.

call your H-R man

Look what's happened!

OKLAHOMA CITY

population now

37th

The U. S. Census Bureau now ranks Oklahoma City 37th in population among the nation's metropolitan cities . . . moving up from 47th in 1950.

SELL 'EM WITH

KWTV OKLAHOMA CITY

The TOWER with SALESpower in Oklahoma!

Represented by Edward Petry & Co., Inc.

The Original Station Representative

Thomas S. Gates, former Secretary of Defense, elected to board of directors of Campbell Soup Co., Camden, N. J.

Eugene Tashoff, formerly of Lawrence Fertig & Co., N. Y., joins Fuller & Smith & Ross, that city, as copywriter. **Ian M. Keown** also named copywriter at agency .

Dick Perkins joins Carson/Roberts/ Adv., Los Angeles, as tv director. **Edward Gottlieb** and **Guy Day** join C/R as member of market research staff and account executive, respectively.

THE MEDIA

Mr. Koehler

Frank E. Koehler, manager of WDBJ Roanoke, Va., elected vp for radio of Times-World Corp., licensee of WDBJ-AM-TV, that city. He is former past president of Virginia Assn. of Broadcasters and Roanoke ad club.

Roger W. LeGrand, formerly vp and director of radio and tv at Cramer-Krasselt Co., Milwaukee, named manager of WITI-TV, that city, effective Feb. 1. He succeeds **Joseph W. Evans Jr.** who shifts to WSPD-TV Toledo, Ohio, in similar capacity. **William Flynn,** formerly general sales manager of WAGA-TV Atlanta, to WITI-TV in similar capacity. **E. Dean McCarthy** rejoins WITI-TV as program operations manager after year absence as director of quality control for Storer Broadcasting. Mr. Flynn and Mr. McCarthy replace **Emmett A. Hassett** and **Glenn G. Boundy Jr.,** respectively, whose assignments will be announced shortly. All stations are part of Storer organization.

Howard D. Duncan Jr., general sales manager of WEHT (TV) Evansville, Ind., promoted to general manager, succeeding **Edwin G. Richter Jr.** who moves to KGUN-TV Tuscon, Ariz., in similar capacity. Both stations are owned by WEHT Inc., of which Mr. Richter is president. **James H. Manion** succeeds Mr. Duncan as general sales manager. **Robert East,** account executive at WEHT (TV), appointed manager of WEOA Evansville, also owned by WEHT Inc.

Maurie Webster, general manager of KCBS, elected president of San Francisco Radio Broadcasters Assn. **Homer Odom,** general manager of KABL, named vp.

Floyd Bartlett, chief engineer of KDLS Perry, Iowa, also assumes duties of general manager. Station will make air debut in near future.

A. B. (Tony) Valencia named manager of KJCK Junction City, Kan. **Bruce Karns** named program director and **Pat Powers** sales manager.

Charles Van, formerly of KONO and KTSA, both San Antonio, Tex., to KOL Seattle, Wash., as program director. **Jim Hammer** named assistant program director. **George Lester** joins station's d.j. staff.

Ray VanHooser, KNED McAlester, elected president of Oklahoma Broadcasters Assn. succeeding **Tom Johnson,** KTOK Oklahoma City. Other officers elected: **William S. Morgan,** KNOR Norman, vp; **C. Hewell Jones,** KJEM Oklahoma City, sec-treas.

Mr. Crowley

Steve Crowley, general sales manager of KVI Seattle, Wash., named eastern sales representative for Golden West Broadcasters, owner of KVI and KSFO San Francisco and KMPC Los Angeles. He will headquarter in New York. **Randy Archer** succeeds Mr. Crowley at KVI.

Henry H. Franz named station manager of WFBM Indianapolis. He had been station's sales manager.

Louis M. Neale Jr., WBEU Beaufort, elected president of South Carolina Broadcasters Assn., succeeding **Edward L. B. Osborne,** WBCI Union. Others elected: **W. Frank Harden,** WIS Columbia, radio vp; **Wilson C. Wearn,** WFBC-TV Greenville, tv vp.

Charles W. Purcell appointed managing director of WCAO-FM Baltimore.

Don French, formerly program director of KDWB Minneapolis-St. Paul, to WMGM New York in similar capacity. **Ted Randal,** formerly of KEWB San Francisco, succeeds Mr. French at KDWB. All are Crowell-Collier stations.

Mr. Rich

Milton Rich, editorial associate, CBS-TV's *Person to Person* series, appointed press liaison executive for CBS News Dept. Mr. Rich, who held his previous post for two years, was, before that, director of press relations at WCBS New York, and producer of station's *Let's Find Out* public affairs series

Todd Gaulocher, formerly eastern division radio sales manager of Crosley Broadcasting, N. Y., joins WCBS New York, as sales account executive.

David Woodward joins KEZI-TV Eugene, Ore., as film director.

Dennis McGuire named producer-director for KYW-TV Cleveland.

Les Parsons, formerly of KTUL Tulsa, Okla., appointed production manager of KISN Portland, Ore.

Joel D. Lasky appointed sales representative for WROC-TV Rochester, N. Y. He has been head of own advertising agency in that city.

Kenneth F. Campbell, formerly of The Branham Co., N. Y., joins H-R Representatives, that city, as account executive.

Michael Sklar, formerly of CBS News and Public Affairs Dept., named executive producer of American wing, International Television Federation, N. Y. As U. S. participants in Intertel, National Educational Television & Radio Center, Westinghouse Broadcasting will produce *A Study of the United Kingdom,* with staff headed by Mr. Sklar.

Vener O. J. Barnes appointed manager of KBCL Shreveport, La.

Irv Trachtenberg, formerly group sales manager at Radio Advertising Bureau, appointed assistant manager of KTIX Seattle, Wash.

J. C. Dowell, vp and director of national sales for Public Radio Corp. (KIOA Des Moines, Iowa, KAKC

More than a decade of Constructive Service

to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

Tulsa, Okla., and KBEA and KBEY-FM Kansas City) also assumes general managership of KIOA.

Jack Drucker, formerly with WLOF Orlando, to WSFR Sanford, both Florida, as general manger.

Donald V. Lindsey named regional sales manager of WTVP (TV) Decatur, Ill.

George A. Meyers named regional sales manager of Intermountain Network, Denver.

Edward J. Love, formerly with KOAM Pittsburg, Kan., to WCHD-FM Detroit as announcer.

Ben McLaughlin, formerly vp and general manager of WICU-TV Erie, Pa., to KETV (TV) Omaha, Neb., as sales manager, succeeding **Robert Paxson,** resigned.

William M. Scruggs Jr., formerly southern sales representative for WSOC-TV Charlotte, N. C., promoted to national sales manager. He retains responsibilities for regional sales in addition to new duties.

Ken Kampion appointed national sales manager of WPTV (TV) Palm Beach, Fla., in addition to current duties as regional sales manager and film buyer.

Mr. Eddy

Scott Eddy has been given new assignment on radio sales staff of The Katz Agency Inc., N. Y. Mr. Scott has been relieved of direct selling activities, now concentrates on development of more creative use of spot radio to meet individual needs of selected advertisers and prospects.

Pat Hodges joins KSFO San Francisco as national sales service representative.

Clinton C. Wells, formerly partner and sales manager of WAFM Miami, to The Bresnick Co., Boston, as account executive.

H. Malcolm Stuart, formerly sales account executive at Paul H. Raymer Co., N. Y., joins Charles Bernard Co., that city, as sales manager. Mr. Stuart, who has held sales executive positions with Dumont Network and ABC as well as with Raymer, is expected to reshape Bernard Co. sales strategy, and assist in expansion of branch operations to Dallas, Portland-Seattle, New England, and Detroit, in addition to their present offices in Atlanta, Chicago, Los Angeles, San Francisco and New York.

Robin Bonneau, program and air personality at WTSV Portsmouth, N. H., promoted to account executive. **Walter Clancy** named operations director and **Bill Fitzpatrick** joins station as announcer.

Mr. Sather

Orville J. Sather, formerly director of central technical operations at CBS, joins WOR Div. of RKO General, N. Y., as director of engineering. Mr. Sather, who has been in broadcasting for 36 years, was with CBS for 26 years. His first association with network was as engineer at WCCO transmitter in Minneapolis.

Tom Calhoun, promotion and pr director of KOOL-AM-FM-TV Phoenix, Ariz., resigns to join Electrical Products Corp. (neon sign producer), that city. **Thomas King,** free lance pr and promotion man there, succeeds Mr. Calhoun.

Harriet Feinberg appointed executive secretary of San Francisco Radio Broadcasters Assn. with headquarters in group's new office at 420 Tyler St., San Francisco.

Arthur Gordon, general manager of Broadcast Time Sales, New York, promoted to vp. He has been with firm since its establishment in 1950.

Jack F. Brembeck, promotion-publicity director at KABC-TV Los Angeles, assumes additional duties as director of community services for station.

Ken Owens named merchandising manager of WSJV-TV Elkhart-South Bend, Ind., and WTRC Elkhart. He has been with stations in various capacities since 1955.

Bill LaDow, KTVK (TV), elected president of Metropolitan Phoenix Broadcasters, succeeding **Richard Lewis.**

Dan Ingram, production director at WIL St. Louis, promoted to program director.

Bob Russell, formerly production manager and air personality at WAKY Louisville, Ky., to WMAK Nashville, Tenn., as program director.

Mark Harris, formerly air personality at WGSM Huntington, N. Y., to WSOR Windsor, Conn., as program director.

Pierce Allman named program manager of WFAA Dallas. He has been with station since 1958.

John T. Madigan, acting director of ABC New York newsrooms (BROADCASTING, Jan. 9), named director of network's news and public affairs.

Norman W. Smith, continuity editor of KHJ Los Angeles, joins KGIL San Fernando, Calif., as production manager.

Perry Wolff, formerly producer-writer of motion pictures in Paris, joins CBS News Public Affairs Dept., in creative programming capacity.

Dan Lawlor, formerly producer-director at KETC (TV) St. Louis, to WTTW (TV) Chicago, educational tv station, in similar capacity.

Bryce B. Bond and **Peter Martin** promoted to program director and news director, respectively, at WVOX-AM-FM New Rochelle, N. Y. Both were staff announcers.

Richard B. Belkin named production manager of WAST (TV) Albany, N. Y.

Mr. Flynn

Norman Flynn, on sales staff of Broadcast Time Sales, N. Y. radio representative, named vp of firm. Before joining BTS three years ago he served variously with WENE Binghamton, N. Y., Radio Advertising Bureau and WABD-TV (now WNEW-TV) New York.

Jack Erie appointed director of news and special events at KDES Palm Springs, Calif.

Olaf Soward, news director for WIBW-AM-TV Topeka, Kans., re-

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Kansas City is the trade hub of the entire 200-mile-wide Mid-America market. And in Kansas City..KCMO-Radio and KCMO-TV give you 2,320,499 cash customers..at a low-cost-per-thousand. KCMO 810-Radio is Kansas City's most powerful station..and KCMO-TV on Channel 5 operates with 100,000 watts full power from America's tallest self-supported tower.

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Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" & "Successful Farming" Magazines.

elected president of Kansas UPI Broadcasters Assn.

Paul Ellison appointed local news director for WBOY-AM-TV Clarksburg, W. Va.

Martin Weldon, former director of news and special events for Metropolitan Broadcasting Corp.'s WNEW New York, named to direct similar activities for all Metropolitan stations (BROADCASTING, Jan. 23). Mr. Weldon joined WNEW two years ago, after serving as news producer-writer for WABC-TV New York, and as writer-producer-broadcaster at WCBS, that city. At same time, Metropolitan announced appointments of **Jack Lynn,** WNEW program manager, to additional responsibilities as director of film programming for all parent company's tv stations, and of **Ted Yates,** director of news and public affairs, as director of creative programming.

Naomi Newsom, former sales service coordinator at WFGA Jacksonville, Fla., joins WSJS-TV Winston-Salem, N. C., program department.

John G. Connolly, CBS-TV press information, placed in charge of sports publicity.

Raymond R. Kaelin, formerly account executive at Robert E. Eastman Co., to radio staff of The Branham Co., New York.

Jim Early, formerly news director of WATE-AM-TV Knoxville, Tenn., to WLOS-TV Asheville, N. C., as cameraman-reporter in news department.

Maurie Robinson, formerly with NBC-TV's Dave Garroway *Today* show joins WWLP (TV) Springfield, Mass. He will write series of special interest programs dealing with Massachusetts history.

Mark Mandala joins KNXT (TV) Los Angeles as on-the-air promotion writer. **Ed Crane** joins station as administrative assistant.

Wayne L. Anderson, formerly of The Branham Co.'s Atlanta office, joins Peters, Griffin, Woodward, that city, as tv sales account executive.

Peter Mead Abel, senior attorney at CBS-TV Legal Dept., joins CBS Corporate Legal Dept. and Secretary's Office as assistant general attorney. At same time, he was elected assistant secretary of CBS.

Robert F. Nietman, group manager of national sales department at Radio Advertising Bureau, N. Y., named manager of recorded services.

F. Robert Bauer, formerly in charge of media research at Lennen & Newell, N. Y., joins Blair-TV, that city, as operations head of tv research.

Wes Hopkins, formerly of KYW Cleveland, to WAKR Akron, Ohio, as air personality.

Jay Gibian, formerly with WSOM-FM Salem, to WTNS Coshocton, both Ohio, as air personality and music director.

Sal Agovino, formerly of H-R Representatives, N. Y., joins The Katz Agency, that city, as member of sales staff.

Mr. Mogge

William O. Mogge, formerly general sales manager and promotion manager at WBRC Birmingham, Ala., to WYDE, that city, as sales manager. Mr. Mogge, veteran sales executive in that city, is member of Birmingham Advertising Club and Sales Executive Club.

George Cobb, formerly with WISH-TV Indianapolis, to WLWC (TV) Columbus, Ohio, as member of news staff.

Stan Brown named assistant head of news department at KTLN Denver.

Mrs. Roselyn Curtis joins KPHO Phoenix, Ariz., as member of continuity department, succeeding **Carol Johnson** who transfers to traffic department of KPHO-TV.

Mr. Comas

John A. Comas elected vp for programming of Triangle Broadcasting Corp., licensee of WSJS-TV Winston-Salem, N. C. He formerly was executive director of programming, position he still holds with affiliated WSJS-AM-FM, that city.

Jim Wooddell, assistant news director of WSAI Cincinnati, promoted to news director.

Ernest Whitmeyer appointed production manager of WJRT Flint, Mich. He formerly was member of production-direction staff. **Don Kates** named director.

Dr. Claye Frank of WHNC Henderson, N. C., elected president of North Carolina AP Broadcasters Assn. **Bud Abbott,** WWGP Sanford, elected first vp; **Ervin Melton,** WBTV (TV) Charlotte, second vp.

Arthur W. Carlson appointed to newly created position of general manager of radio division of Susquehanna Broadcasting Co. (WSBA York-Lancaster-Harrisburg; WARM Scranton-Wilkes-Barre, both Pennsylvania, and WHLO Akron, Ohio. Before joining SBC Mr. Carlson was with ABC, New York.

James E. Wanke appointed sales manager of KABR Aberdeen, S. D. He has been with Padilla & Sarjeant, Minneapolis pr firm, affiliate of KABR. Previously, he was with WCCO Minneapolis.

Phil Brooks joins KMPC Los Angeles as night news editor. He has been with KSFO San Francisco.

Paul Jay, mobile news reporter for KDWB Minneapolis, promoted to morning editor. **Doug Melges** switches to government after stint as feature reporter. **Don DuChene** becomes regular member of station's disc jockey staff.

Jack E. Carnegie, formerly program director of KABL San Francisco, to KBEA (formerly KBKC) Kansas City as assistant general manager in charge of programming. **Jock Laurence** appointed news director.

John F. Mulcahy, account executive and sports director at WESO Southbridge, Mass., promoted to general manager. Before joining WESO, Mr. Mulcahy was station manager of WRIV Riverhead, N. Y.

Lewis Krone, formerly with ABC, New York, joins The Long Island Network (WGSM Huntington and WGBB Freeport) as account executive.

John D. Kelly, formerly national sales manager of WJW-TV Cleveland, joins new Storer Sales organization in executive capacity.

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MUSICASTING
2917 Temple St., Los Angeles 26

The big switch

In the years since she left Cincinnati tv, singer-actress **Barbara Cameron** has been busy in New York with a free-lance career. Hometown fans have been able to tune her from time to time in commercials (Tide, American Doll & Toy, Amoco, others) but last weekend she came back to interpret something else, "The Sound of Broadway." Miss Cameron was guest soloist with the Cincinnati Symphony Orchestra Saturday night (Jan. 28), in a program that was a departure from the symphony's usual fare. The singer was formerly on the staff of Cincinnati stations WLWT (TV) and WKRC-TV.

Irvine J. Vidacovich Jr. appointed program director of WWL New Orleans.

Richard Brasie joins WIND Chicago as member of news staff. He formerly was with WNEM-TV Saginaw-Bay City, Mich. Before that he was with WOOD-TV Grand Rapids, Mich. He will cover City Hall.

Hazel Burnett, home economist for WSBT-TV South Bend, Ind., retires. She is succeeded by **Mrs. Ruth Anderson.**

Talbot Wright, director at WMAL-TV Washington, named editorial and production assistant. **Henry Wilson** joins news department as writer-reporter.

Clay J. Coury appointed traffic supervisor at WBRC-TV Birmingham, Ala., succeeding **Mrs. Carol Hennes.**

Konnie G. Worth, hostess on *Telescope* on KGW-TV Portland, Ore., named that city's Woman of the Year by Portland women's clubs.

Tom Bonner Jr., formerly with WFAA Dallas, to announcing staff of KARK Little Rock, Ark.

Stu Wilson, Jim Amache, Don Weage and **Donald Kahn** all join KMLA (FM) Los Angeles as air personalities. **Boyd Workhoven** joins station as announcer.

Hal Lewis rejoins KORL Honolulu as air personality, effective Feb. 6. He began his career at station (then KPOA) in 1947 before moving to KHVH, there.

John E. Ettelson, formerly of NBC Films, joins WQXR New York, as account executive.

Arnold Starr and **Robert V. Coppinger** join NBC Spot Sales, N. Y. Mr. Starr was formerly on sales staff of WNBC-TV New York. Mr. Coppinger was automotive group sales manager at Radio Advertising Bureau.

Gerald Blum joins WLEE Richmond, Va., as commercial manager. Formerly he was national sales manager of Commercial Recording Co., Dallas.

Buz Baxter, Larry Barwick and **Bill Adams** all join KOMA Oklahoma City as air personalities. They formerly were with KIMA Des Moines, Iowa, KEEP Twin Falls, Idaho, and KGMS Sacramento, Calif., respectively.

PROGRAMMING

William P. Andrews named vp in charge of syndication for Independent Television Corp., N. Y. Mr. Andrews, who was formerly ITC's general sales manager, joined company in July, 1958, as western division manager. In June, 1959, he was named northeastern division manager. Before coming to ITC, Mr. Andrews was spot sales manager for Ziv Television Inc., N. Y., and prior to that account executive for KPTV (TV) Portland, Ore.

John P. Ballinger, Screen Gems, re-elected president of Television Film Assn. **Jack M. Goetz,** Consolidated Film Industries, and **Nicholas C. Muskey,** Beskins Film Service Center, re-elected vp and secretary-treasurer, respectively.

Mr. Mack

Robert C. Mack, formerly vp and national director of radio and tv for Grant Adv., joins Era Productions, Hollywood, as vp and executive producer. Era produces live and animation film for tv.

William C. O'Brien appointed general manager of Video Recording Tape Center, Hollywood, succeeding **Alan Lane. Val Lindberg,** veteran film producer, named to head new film division of VRTC, with **Clair Higgins,** former production director for Mobile Video Tapes, in charge of video tape production activities.

Neal Keehan appointed vp in charge of sales for General Film Laboratories, Hollywood. He has been regional vp in firm's Kansas City office.

Lester S. Ready, formerly director of radio-tv advertising for Furr's Supermarkets in Texas, New Mexico and Colorado, joins United Artists Assoc., Dallas, as account executive.

Albert S. Goustin, formerly director of sales for Paramount TV Productions, N. Y., named general manager of Ziv-United Artists newly-created special plans division, designed to cope with special problems of individual clients and stations.

Jerry Bredouw, formerly with San Francisco office of Young & Rubicam, to 20th Century-Fox TV as executive on production staff.

George Gilbert, formerly account ex-

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WWL-TV's big new afternoon show scores with the kids!

Brakeman Bill runs the best known railroad in these parts, a model train that's the envy of every child's eye. Big entertainment package includes Popeye & Bugs Bunny cartoons. The kids find their favorite shows on WWL-TV!

Represented nationally by Katz

WWL-TV
NEW ORLEANS

ecutive with Flamingo Telefilms and Official Films, to eastern division account executive for United Artists Assoc., N. Y.

Bob Ellenz, formerly with McCann-Erickson, to Fred A. Niles Productions, Chicago, as member of creative staff.

William Hooper, Al W. Godwin and **Frank L. Sheehan** appointed district managers for Television Personalities Inc., Burbank, Calif. They will head eastern, southern and western districts, respectively.

Philip M. Keohane, manager of Springfield, Mass., bureau of UPI, named division representative with headquarters in Boston. He is succeeded in Springfield by **Thomas A. Crawford. C. Robert Woodsum** named executive assistant to UPI Boston manager. **B. F. Middlebrooks** named UPI business representative for Virginia with headquarters in Richmond.

Kirk Woodward, account executive, and **Ray Van Steen,** production supervisor, leave WIRL Peoria, Ill., to form Station Services Ltd., that city. New firm provides production, promotion and programming aids to radio stations. Address: 423 First National Bank Bldg., Peoria, Ill. Telephone: 674-5912.

Kent Paterson joins Depicto Corp., N. Y., as account executive for company's film and depictorama divisions. He formerly was in sales divisions of both NBC and CBS.

EQUIPMENT & ENGINEERING

Frank A. Gunther, executive vp and general manager of Radio Engineering Labs Inc. (REL), N. Y., elected president of Dynamics Corp. of America subsidiary. Mr. Gunther, who first joined REL in 1925, became vp in 1929.

Herbert T. Brunn, vp at RCA, promoted to division vp, RCA International Operations. **Max Lehrer,** who last served as member of President Kennedy's special task force on space, joins RCA as director of defense business development, defense electronic products, Washington, D. C. **Raymond J. Fichthorn** named eastern sales representative for microwave department.

Harold R. Terhune, manager of standards at ITT Federal Labs, Nutley, N. J., elected president, Standards Engineers Society.

Dr. George F. Floyd elected vp, systems research, of The Bissett-Berman Corp., Los Angeles research and development organization engaged in information electronics.

James K. Draper named manager of engineering at International Electric Industries, Nashville, Tenn. Firm is manufacturer of capacitors. **Joseph V. Kennedy** and **James Center** appointed assistant sales managers.

Phillip N. Buford joins Page Communications Engineers Inc., Washington, as senior staff engineer.

John Spitzer, advertising supervisor, Semiconductor Div., Sylvania Electric Products, Woburn, Mass., named manager of advertising and sales promotion for division.

George P. Lyon, administrative engineer at Home Electronics Div., Sylvania Electric Products, Batavia, N. Y., named marketing administrator, that division.

F. W. Gutzwiller, former consulting engineer for rectifier applications, General Electric's Semiconductor Products Dept., Liverpool, N. Y., named manager of application engineering for rectifier components department.

Charles H. Belzer, Sylvania district sales manager, Milwaukee, named general manager of Chicago branch. **Robert J. Flanagan,** who was with Midwest Timmerman & Co., Davenport, Iowa, succeeds Mr. Belzer in Milwaukee.

Stuart L. Bailey, president of Jansky & Bailey, Washington research and development firm, elected treasurer of IRE, filling vacancy created by death of Dr. W. R. G. Baker, General Electric Co.

Warren L. George appointed manager, Boston district, distributor sales and dealer products for CBS Electronics, Danvers, Mass.

Robert E. Stewart named manager of quality control at General Electric Co.'s electric tube plant at Palo Alto, Calif.

Robert G. Lenox joins market research group of Raytheon Co.'s semiconductor division, Needham, Mass. **Louis J. Depass** named manager of firm's western regional servicing operations with headquarters in San Francisco.

Herman R. Henken, advertising director, RCA industrial electronic products, appointed to new post of advertising and sales promotion manager for RCA Electronic Data Processing Div., Camden, N. J.

Ludwig P. Reiche appointed manager of newly established microwave communications branch of Melabs, Palo Alto, Calif., electronics firm.

INTERNATIONAL

Dick Lennie appointed general sales manager of CKWX Vancouver, B.C., Canada. **Garth Olmstead,** senior account executive, promoted to retail sales manager. **Neil Nisbet** named news director.

Robert H. Quinn named general sales manager of Radio & Television Representatives Ltd., Toronto, succeeding **Bob Munro,** who resigned. **H. E. E. Pepler,** former partner of Trans-Ocean Radio & Television Representatives Ltd., Toronto, to sales manager for radio, and **Eric Viccary** to sales manager for tv of Radio & Television Representatives Ltd.

A. G. Gilmore appointed assistant manager of CFAX Victoria, B.C. **Reg Carne,** sales manager of CHEX Peterborough, Ont., to manager of CJKL Kirkland Lake, Ont.

T. William Townsend, formerly account executive at All-Canada Radio and Television Ltd., Montreal, to national sales manager of CJCB-TV Sydney, N.S.

Alex Bedard, sales manager of Radio Times Sales (Ontario) Ltd., Toronto, has started Audio Consolidated Ltd., at 137 Wellington St. West, Toronto.

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Send to home address — —

* Occupation Required

Bernard S. Redmont, chief correspondent, Agence France-Presse (AFP), named Paris correspondent for Westinghouse Broadcasting.

ALLIED FIELDS

Frank Moreno, former faculty member at Jose Marti U., Havana, Cuba, joins Institute for Motivational Research, Croton-On-Hudson, N. Y., as coordinator of Institute's Latin American division.

DEATHS

W. Robert Mitchell, 55, head of agency bearing his name in New York, died Jan. 16. Prior to starting his own firm, Mr. Mitchell was vp of Grant Adv. and before that was with McCann-Erickson.

Carroll Marts, 54, ABC-TV sales account executive, died suddenly at his home in Chicago Jan. 22.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: Jan. 19 through Jan. 25. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—Special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv station

ACTION BY FCC

Flagstaff, Ariz.—Coconino Telecasters Inc. Granted vhf ch. 9 (186-192 mc); ERP 28.8 kw vis., 14.4 kw aur.; ant. height above average terrain 2,240 ft., above ground 200 ft. Estimated construction cost $100,990, first year operating cost $150,757, revenue $186,004. P.O. address Drawer 722, Flagstaff, Ariz. Studio location 401 W. Santa Fe Ave., Rt. 66, Flagstaff, Ariz. Trans. location atop Mt. Elden near fire lookout tower, Flagstaff, Ariz. Geographic coordinates 35° 14′ 27″ N. Lat., 111° 35′ 48″ W. Long. Trans. Gates BT-5CH, ant. Jampro JA-TV-6H. Legal counsel James E. Greeley, Washington, D.C. Consulting engineer Sillman, Moffet & Rohrer, Washington, D.C. Principals include **I. W. Burnham II,** 51%, **Allan J. Newmark** and **Saul Newmark,** 24.5% each. Messrs. Burnham and Allan Newmark are in investment banking. Mr. Saul Newmark is retired. Ann. Jan. 19.

Existing tv stations

ACTIONS BY FCC

KVAL-TV Eugene, Ore.—Granted application to change trans. site from Blanton Road, 3½ miles south of Eugene, to site 11.5 miles north northeast of that city; increase vis. ERP from 55 kw to 215 kw, aur. ERP from 32.4 kw to 115 kw, increase ant. height from 1,050 ft. to 2,490 ft., and make equipment changes. Ann. Jan. 13.

WBAY-TV Green Bay, Wis. — Granted waiver of Sec. 4.603 of rules to permit multiplexing fm program material to Dec. 1 over tv STL station KSF-51 from WBAY-FM studios, located at same place as WBAY-TV studios, to fm trans. located at tv trans. site, conditioned that addition of second subcarrier has no degrading effect on tv video and sound channels. Ann. Jan. 25.

Tv translators

ACTIONS BY FCC

Grand Marais Lions Club, Grand Marais, Minn.—Granted applications for two new uhf tv translator stations to translate programs of Duluth stations—one on ch. 70 to translate programs of KDAL (ch. 3) and other on ch. 74 to translate programs on WDSM (ch. 6). Ann. Jan. 13.

Esmeralda County Tv District, Fish Lake Valley, Nev.—Granted application for new uhf tv translator station on ch. 71 to translate programs of KOLO-TV (ch. 8), Reno. Ann. Jan. 19.

Blue Mountain Television Assn, Baker, Elgin, La Grande and Union, all Oregon—Granted application for new uhf tv translator station on ch. 73 to translate programs of KHQ-TV (ch. 6), Spokane. Wash. Ann. Jan. 25.

Mid-Columbia Community Tv Corp., The Dalles, Ore. and **Goldendale, Wash.**—Granted application for new uhf tv translator station on ch. 80 to translate programs of KOIN-TV (ch. 6), Portland, Ore Ann Jan 19

Fort Mason Translator System, Mason, Tex.—Granted application for new uhf tv translator station on ch. 72 to translate programs of WOAI-TV (ch. 4) San Antonio. Ann. Jan. 19.

Amarillo Bcstg. Co., Pampa, Tex.—Granted application for new vhf tv translator station on ch. 6 to translate programs of KFDA-TV (ch. 10), Amarillo; engineering condition. Ann. Jan. 19.

Greenbelt Tv Translator System Inc., Wellington and Dodson, Tex.—Granted applications for three new uhf tv translator stations to translate programs of Amarillo stations—one on ch. 73 to translate programs of KGNC-TV (ch. 4) via K71AW. Memphis, Tex., another on ch. 75 to translate programs of KVII-TV (ch. 7) via K77AQ, Memphis, and other on ch. 83 to translate programs of KFDA-TV (ch. 10) via K80AU, Memphis. Ann. Jan. 19.

New am stations

ACTIONS BY FCC

Bridgeport, Ala. — Bridgeport Bcstg. Co. Granted 1480 kc. 1 kw D. P.O. address Box 263. Estimated construction cost $14,898, first year operating cost $32,000, revenue $38,500. Sole owner is **Roy C. McCloud,** TVA electrician. Ann. Jan. 19.

Gainesville, Fla. — Southern Broadcasting of Marianna Inc. Granted 1390 kc, 5 kw D. P.O. address Box 519, Panama City, Fla. Estimated construction cost $19,541, first year operating cost $36,000, revenue $45,000. Applicants are **Denver T. Brannon** and **John A. Dowdy** (49% each) and others. Mr. Brannon owns KCIL Houma, La., WCOA Pensacola and WDLP-AM-FM Panama City, both Florida. Mr. Dowdy has interet in WMGR Bainbridge, Ga. Ann. Jan. 19.

Windermere, Fla.—Windermere Radio Co. Granted 1480 kc, 1 kw D. P.O. address Box 77, Atlanta, Ga. Estimated construction cost $18,415, first year operating cost $24,000, revenue $30,000. Applicants are **Lois E. Latham** and **Jack L. Gibson,** 50% each. Mr. Latham is station manager of WAVO Avondale Estates, Ga. Mr. Gibson is in plastic sales. Ann. Jan. 25.

Metter, Ga.—Radio Metter. Granted 1360 kc, 500 w D. P.O. address Box 391, Vidalia, Ga. Estimated construction cost $9,561, first year operating cost $28,600, revenue $35,000. **Howard C. Gilreath,** sole owner, also owns WGUS North Augusta, S. C., and WCLA Claxton, Ga. Ann. Jan. 25.

Eldorado Springs, Mo. — Paul Vaughn. Granted 1580 kc, 250 w D. P.O. address 113 N. Main St., Eldorado Springs. Estimated construction cost $10,448, first year operating cost $13,520, revenue $20,800. Mr. Vaughn owns appliance store. Ann. Jan. 19.

Amsterdam, N. Y. — Valley Information Programs Inc. Granted 1570 kc, 1 kw D. P.O. address No. 1 East Main St., Amsterdam, N.Y. Estimated construction cost $30,438, first year operating cost $72,000, revenue $85,000. Principals are **Irving G. Segel, Thomas W. Leavenworth. Joseph N. Barnett** and **John A. Kosinski,** all (25%) each. Applicants have no previous broadcast interests. Ann. Jan. 19.

APPLICATIONS

Winfield, Ala.—John Self 1300 kc, 500 w D. P.O. address Box 597, Hamilton, Ala. Estimated construction cost $18,854, first year operating cost $25,000, revenue $40,000. Mr. Self, sole owner, is attorney. Ann. Jan. 19.

Covington, Ky.—Kenton County Broadcasters 1320 kc, 500 w D. P.O. address 5000 Oak St., Kansas City, Mo. Estimated construction cost $74,488, first year operating cost $70,000, revenue $76,000. **Irving Schwartz,** sole owner, is general manager of KUDL Kansas City. Ann. Jan. 19.

Shakopee, Minn.—Progress Valley Broadcasters Co. 1530 kc, 500 w D. P.O. address Box 185, Benson, Minn. Estimated construction cost $24,505, first year operating cost $42,000, revenue $48,000. Principals are **George J. McCarthy** (50%), **Robert J. Chevalier** (25%) and **Robert D. Zellmer** (25%). Mr. McCarthy is in lumber and construction business and is sole owner of KBMO Benson, Minn. Mr. Chevalier is in real estate and insurance. Mr. Zellmer is general manager of KBMO. Ann. Jan. 24.

Pontotoc, Miss.—Pontotoc Bcstg. Co. 1440 kc, 1 kw D. P.O. address Pontotoc, Miss. Estimated construction cost $25,154, first year operating cost $24,000, revenue $30,000. **Lee H. Thompson,** sole owner, is Mississippi county agent. Ann. Jan. 19.

Norwood, Ohio—Dale H. Mossman 1320 kc, 1 kw D. P.O. address 5840 Kugler Mill Road, Cincinnati. Estimated construction cost $103,000, first year operating cost $63,308, revenue $96,000. Mr. Mossman, sole owner, was formerly engineer for WMUU Greenville, S. C. Ann. Jan. 19.

Houston, Tex.—Public Radio Corp. 1520 kc, 500 w D. P.O. address 905 Century Bldg., Houston. Estimated construction cost $24,127,

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first year operating cost $120,000, revenue $180,000. Principals are **Lester Kamin** (55%), **Morris Kamin** (15%) and **Max Kamin** (30%). Lester Kamin owns Kamin Adv., Houston, and is president of Public Radio Corp. (KIOA Des Moines, Iowa; KAKC Tulsa and KBKC Mission, Kan.). Max and Morris Kamin each own furniture stores. Ann. Jan. 19.

Houston, Tex.—SBB Corp. 1520 kc, 1 kw D. P.O. address 2326 Gulf Bldg., Houston. Estimated construction cost $63,673, first year operating cost $67,600, revenue $93,600. Principals are **William C. Bryan** (33%), **Morris P. Sigel** (33%), **Sidney D. Balkin** (33%) and **Alexander T. Sidman** (1%). Mr. Bryan is general manager of KTRH Houston. Mr. Sigel is wrestling promoter. Mr. Balkin owns public relations and wrestling promotion agency. Mr. Sidman is attorney. Ann. Jan. 19.

Vidor, Tex.—Vidor Bcstg. Inc. 1510 kc, 1 kw D. P.O. address P.O. Box 638, Vidor. Estimated construction cost $25,150, first year operating cost $40,000, revenue $50,000. Principals are **Joseph D. Irion** (70%); **Patrick T. Peyton Jr.** (10%) **Claude B. Keeland Jr.** (10%) and **Cecil K. Akers** (10%). Mr. Irion is in insurance. Mr. Peyton is attorney. Mr. Keeland is banker and Mr. Akers is in oil business. Ann. Jan. 19.

Existing am stations

ACTIONS BY FCC

WICH Norwich, Conn.—Granted increased daytime power on 1310 kc from 1 kw to 5 kw and change from DA-1 to DA-2, continued operation with 1 kw-N; engineering conditions. Comr. Cross dissented; Comr. King not participating. Ann. Jan. 19.

WWIL Fort Lauderdale, Fla. — Granted mod. of cp to increase nighttime power from 1 kw to 5 kw, on 1580 kc with 10 kw-LS, DA-2; engineering conditions; is licensed on 1580 kc, 1 kw, DA-1, unl. Ann. Jan. 25.

WTVL Waterville, Me.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Jan. 19.

KSID Sidney, Neb. — Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Jan. 19.

WREV Reidsville, N. C. — Granted increased power from 250 w to 1 kw, continued operation on 1220 kc, D; engineering condition. Ann. Jan. 19.

WMUU Greenville, S. C. — Granted increased power from 1 kw to 5 kw, continued operation on 1260 kc, D; remote control permitted; engineering condition. Ann. Jan. 19.

WDXB Chattanooga, Tenn.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Ann. Jan. 19.

WJJM Lewisburg, Tenn. — Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Ann. Jan. 19.

WJOY Burlington, Vt.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Ann. Jan. 19.

KENT Tacoma, Wash.—Granted increased daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering condition. Ann. Jan. 25.

WPRP Ponce, P. R.—Granted request for waiver of procedural rules to expedite processing of application to change operation on 910 kc from 5 kw, DA-N, unl., to 500 w-N, 5 kw-LS, unl., move trans. site, etc. (Lease on present trans. site has been terminated.) Ann. Jan. 25.

APPLICATIONS

WFIX Huntsville, Ala.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450kc) Ann. Jan. 19.

KRDO Colorado Springs, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240kc) Ann. Jan. 19.

KTWL Golden, Colo.—Cp to change hours of operation from D to unl. using power of 500 w, 5 kw-LS, install DA-ND (DA-2) and install new trans. for daytime use. (1250kc) Ann. Jan. 19.

WBRD Bradenton, Fla. — Amendment to application (which requests change hours of operation from D to unl., change from DA-D to DA-2, operating on 1 kw) to change power to 500 w, 1 kw-LS, specify new site for nighttime operation (2 site operation), change from DA-2 to DA-D and install new trans. for nighttime operation. (Request has been made for acceptance of amendment as of Dec. 9, 1960.) (1420kc) Ann. Jan. 25.

KQAQ Austin, Minn.—Cp to change hours of operation from daytime to unl. using power of 500 w, 5 kw-LS. (970kc) Ann. Jan. 24.

KWAD Wadena, Minn.—Cp to increase power from 1 kw to 5 kw, make changes in DA system (add one tower), change from DA-N to DA-N-D (DA-2) and install new trans. (920kc) Ann. Jan. 19.

KHUB Fremont, Neb.—Amendment to application (which requests change in frequency from 1340 kc to 1330 kc, change hours of operation from unl. to daytime and increase power from 100 w to 500 w) to revert to 1340 kc. unl. hours of operation, using power of 250 w, 500 w-LS. Ann. Jan. 25.

WCAM Camden, N. J.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Requests waiver of Sec. 3.28(c) of rules). Ann. Jan. 25.

WMSR Manchester, Tenn.—Cp to change hours of operation from D to unl. using power of 500 w, 5 kw-LS, install DA-N and install new trans. (1320kc). Ann. Jan. 24.

New fm stations

ACTIONS BY FCC

Phoenix, Ariz.—Aztec Radio Inc. Granted 102.5 mc, 3.1 kw. Ant. height above average terrain 1 ft. P.O. address 545 W. Highland Ave. Estimated construction cost $12,533, first year operating cost $4,000, revenue $12,000. Principals include **John P. Karshner, Donna J. Karshner** (husband and wife), **James D. G. Lindsay,** and **Jeanette Lindsay** (husband and wife), 25% each. Mr. and Mrs. Karshner own farming operation. Mr. Lindsay is employe of electronics firm. Mrs. Lindsay is teacher. Ann. Jan. 19.

***Angwin, Calif.** — **Pacific Union College Assn. for Educational Bcstg.** Granted 88.1 mc, 10 w. P.O. address c/o Ted W. Benedict, Box 266, Angwin, Calif. Estimated construction cost $1,250, first year operating cost $500.00, Non-profit, educational. Ann. Jan. 19.

San Rafael, Calif. — Marin Bcstg. Co. Granted 100.9 mc. 870 w. Ant. height above average terrain 246 ft. P.O. address 1040 B St. Estimated construction cost $9,195, first year operation cost $7,500, revenue $7,500. Fm applicant will duplicate KTIM San Rafael. Ann. Jan. 19.

Alton, Ill.—Palen Bcstg. Corp. Granted 100.3 mc, 3.2 kw. Ant. height above average terrain 360 ft. P.O. address Radio Station WOKZ, Alton. Estimated construction cost $8,685, first year operation cost $7,000, revenue $5,000 Fm applicant will duplicate WOKZ Alton. Ann. Jan. 19.

Lexington, Ky. — Bluegrass Bcstg. Co. Granted 92.9 mc, 32 kw. P.O. address 120 East Main. Estimated construction cost $22,278, first year operating cost $7,500, revenue $9,700. Applicant fm will duplicate WVLK Lexington. Ann. Jan. 19.

Moorhead, Minn.—KVOX Bcstg. Co. Granted 99.9 mc, 4.34 kw. Ant. height above average terrain 180 ft. P.O. address Box 437. Estimated construction cost $4,558, first year operating cost $4,000, revenue $4,000. Principal is **E. J. McKellar,** president of KVOX Bcstg. Co., 62%. Ann. Jan. 19.

Las Vegas, Nev.—Southern Nevada Radio-Tv Co. Granted 97.1 mc, 9.56 kw. P.O. address Box 550, Las Vegas, Nev. Estimated construction cost $10,000, first year operating cost $15,000, revenue $15,000. Applicant is **Donald W. Reynolds,** 100% owner. Mr. Reynolds also owns, through various companies, KFSA, KNAC-TV Fort Smith, KBRS Springdale, both Arkansas; KHBG Okmulgee, Okla.; KGNS-TV Laredo, Tex.; KOLO-AM-TV Reno and KORK Las Vegas, both Nevada. Ann. Jan. 19.

Buffalo, N.Y.—WKBW Inc. Granted 105.7 mc, 28 kw. P.O. address 1430 Main St., Buffalo, N.Y. Estimated construction cost $34,169, first year operating cost $10,000. Principals include Clinton D. Churchill, owner of WKBW Buffalo, and 51% owner of WKBW-TV. Ann. Jan. 25.

Killeen, Tex.—Highlite Bcstg. Co. Granted 93.3 mc, 1 kw. P.O. address Box 935, Killeen, Tex. Estimated construction cost $8,544, first year operating cost $5,000, revenue $6,000. Applicant fm will duplicate KLEN Killeen, Tex. Ann. Jan. 25.

Pasadena, Tex.—Felix H. Morales. Granted 92.5 mc, 17 kw. Ant. height above average terrain 183.8 ft. P.O. address 2903 Canal St., Houston, Tex Estimated construction cost $20,575, first year operating cost $3,000, revenue $5,000. Mr. Morales, sole owner, owns funeral home. Ann. Jan. 19.

Manassas, Va.—Prince William Bcstg. Corp. Granted 106.7 mc, 30 kw. Ant. height above average terrain 105 ft. P.O. address Radio Station WPRW Manassas, Va. Estimated construction cost $19,030, first year operation cost $12,500, revenue $12,500. FM applicant will duplicate WPRW Manassas, Va. Ann. Jan. 25.

APPLICATIONS

Fort Lauderdale, Fla.—WFTL Broadcasting Co. 94.7 mc. 57.96 kw. Ant. height above average terrain 215 ft. P.O. address Box 1400. Estimated construction cost $26,160, first year operating cost not more than $5,000, revenue not less than $5,000. Principals include Joseph C Amaturo and Walter B. Dunn (25% each), Walter Walz (1.6%) and others. Messrs. Amaturo and Dunn are president and vice president of leoensee which operates WFTL Fort Lauderdale. Mr. Walz has interest in Muzak Corp. Ann. Jan. 24.

Bartlesville, Okla.—Quality Fm Broadcasters Inc. 100.1 mc, .260 kw. Ant. height above average terrain 161 ft. P.O. address Box 691, Livingston, Mont. Estimated construction cost $6,972, first year operating cost $3,800, revenue $8,000. **Peter B. Wolcott,** sole owner, is radio announcer. Ann. Jan. 19.

Big Spring. Tex.—Anca Bcstg. Co. 95.3 mc, .250 kw. Ant. height above average terrain 125 ft. P.O. address Box 907. Estimated construction cost $7,650, first year operating cost $12,000, revenue $16,000. Principals are **J. A. Caddell** (50%) and **D. T. Anderson** (50%). Mr. Caddell is in liquid asphalt transport and retail marine equipment business. Mr. Anderson is general manager and partner in retail music and sporting goods store. Ann. Jan. 19.

Tomah, Wis.—Tomah-Mauston Bcstg. Co. Has reapplied for 98.9 mc, 19.38 kw to replace expired cp. Ann. Jan. 19.

Existing fm stations

APPLICATION

WHFI (FM) Detroit, Mich.—Mod. of license to change station location from Detroit, Mich. to Birmingham, Mich. Ann. Jan. 25.

Ownership changes

ACTIONS BY FCC

WJWL Georgetown, Del.—Granted (1) renewal of license and (2) assignment of

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Jan. 26

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,519	43	127	848
FM	759	69	212	108
TV	480	16[2]	112	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Jan. 26

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,509	748	478[1]
CPs on air (new stations)	29	53	18[2]
Cps not on air (new stations)	112	211	111
Total authorized stations	3,650	1,012	661
Applications for new stations (not in hearing)	621	61	29
Applications for new stations (in hearing)	177	31	65
Total applications for new stations	798	92	94
Applications for major changes (not in hearing)	554	49	32
Applications for major changes (in hearing)	270	7	19
Total applications for major changes	824	56	51
Licenses deleted	0	1	0
Cps deleted	0	2	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation.

license to **Scott Bcstg. Corp. (Herbert Scott** has interest in WPAZ Pottstown, Pa); consideration $365,000. Ann. Jan. 19.

WCON Cornelia, Ga., WDMF Buford, Ga.—Granted transfer of control from **Jack Bradley** and **Billy C.** and **Bobby L. Massey** to **Washington Bcstg. Co.,** (WKLE Washington, Ga.); consideration $85,000 for 85.5% interest, subject to adjustments. Ann. Jan. 19.

WDMF Buford, Ga.—Granted transfer of control to **Robert E. Thomas** (station manager); consideration $1,000 plus. Ann. Jan. 19.

KTEE Idaho Falls, Idaho—Granted transfer of control from **John P. Gallagher** to **Howard N. Martineau** (¾ owner of KRDG Redding, Calif.); consideration $5,800. Ann. Jan. 19.

WHIR Danville, Ky.—Granted transfer of control from **T. C. Quisenberry** to **Joseph K. Beasley;** consideration $68,500. Ann. Jan. 19.

KXLJ-AM-TV Helena, Mont., KXLF-AM-TV Butte, Mont.—(1) Granted transfer of control of **Z Net** (parent corporation) from **E. B. Craney,** et al., to **Joseph S. Sample** (91.98%), wife **Patricia L. Sample** (.01%), and **Jerome Anderson** (.01%); consideration $1,575,000 and agreement by Craney not to compete in radio or tv for 7 years within radius of 35 miles of Butte or Helena. Joseph S. Sample owns 50% interest in KUEN Wenatchee. Wash. and wife, owns KOOK-AM-TV Billings. (2) Granted assignment of licenses of KXLJ-AM-TV and auxiliaries to **Helena T. V. Inc.** (owns CATV system in Helena; W. L. Piehl, president); consideration $400,000. Comr. Bartley not participating. Ann. Jan. 19.

WOHI-AM-FM East Liverpool, Ohio—Granted transfer of control from **Richard V. Beatty, George T. Farrall** and **Michael Turk** to **Constrander Corp. (Joseph D. Coons,** president); consideration $175,000 and agreement by transferors not to compete for 5 years in Columbiana County, Ohio, Hancock County, W. Va., or Beaver County, Pa. Ann. Jan. 25.

WBCR Christiansburg, Va.—Granted (1) renewal of license and (2) transfer of control from **A. Hundley Griffith** to **Griffith Bcstg. Corp.** (holding company). Ann. Jan. 19.

WENA Bayamon, P. R.—Granted (1) renewal of license and (2) assignment of license to **Antilles Bcstg. Corp. (Julio Morales Ortiz** and **Clement L. Littauer);** consideration $70,000. Ann. Jan. 19.

APPLICATIONS

KTCS Fort Smith, Ark.—Seeks assignment of license from **United Bcstg. Co.** to **KTCS Radio Co.** for $70.000. Principals are **B. M. Salyer Jr., Jerry J. Salyer** and **Omer C. Thompson** (25% each) and others. Ann. Jan. 24.

KATV (TV) Little Rock, Ark. — Seeks transfer of control of **Central South Sales Co.** to **John T. Griffin** through corporate merger. Ann. Jan. 19.

WSEB Sebring, Fla.—Seeks assignment of license from **Radio Sebring** to **William K. Diehl** for $40,000. Mr. Diehl is majority owner WISP Kinston, N. C. Ann. Jan. 19.

WRPB Warner Robins, Ga.—Seeks transfer of control of **Warner Robins Bcstg. Inc.** to **Edgar M. Nobles,** present 49.6% owner through sale of 0.8% interest owned by **Harry P. Hancock.** Consideration $200. After transfer Mr. Hancock will own 0.04% of licensee, and Mr. Nobles 50.4%. Ann. Jan. 24.

KBUR Burlington, Iowa—Seeks assignment of license from **Burlington Bcstg. Co.** to **RB Inc.** for $450,000 (including KMCD Fairfield, Iowa). Purchasers include **John P. Harris** (56%) and **Virginia Harris Rayl** (16%), who own interests in several Kansas and Iowa newspapers and KIUL Garden City, Kan., and KTVH (TV) Hutchinson, Kan. Ann. Jan. 25.

KWKY Des Moines, Iowa.—Seeks assignment of license from **General Bcstg. Services of Iowa Inc.** to **Tedesco Inc.** for $165.000. Tedesco principals include **Nicholas Tedesco** and **Victor J. Tedesco** (28.5% each). Messrs. Tedesco have interests in KCUE Red Wing, Minn. and KFNF Shenandoah, Iowa and Radio St. Croix, New Richmond, Wis. Ann. Jan. 24.

KMCD Fairfield, Iowa—Seeks assignment of license from **Burlington Bcstg. Co.** to **RB Inc.** for $450,000 (including KBUR Burlington, Iowa. See above). Ann. Jan. 25.

WTAC Flint, Mich.—Seeks assignment of license from **L & P Bcstg. Corp.** to **Whitehall Stations Inc.** for $533,200. Purchasers are **Louis Tose** (40%), **Lorin E. Milner** (20%), **Tom Reddy** (20%) and **Saul J. Krugman** (20%). Mr. Tose is in trucking and vending machine businesses. Mr. Krugman is in steel supply business. Mr. Reddy is employe of WRCV Philadelphia. Mr. Milner is employe of WIP Philadelphia. Ann. Jan. 25.

KBMO Benson, Minn.—Seeks assignment of license from **George J. McCarthy** to **North Star Bcstg. Co.** Change to corporate form of business in which Mr. McCarthy is joined by his wife as sole stockholders. Consideration $18,338. Ann. Jan. 19.

WSAI-AM-FM Cincinnati, Ohio—Seeks assignment of license from **WSAI Inc.** (subsidiary of Consolidated Sun Ray Inc.) to **Jupiter Bcstg. Inc.** for $1 million plus $200,000 not to compete for four year period. Purchasers are **Fox, Wells & Rogers** (50%) and **Payson & Trask** (50%). Principals in Fox, Wells & Rogers include **James G. Rogers,** who has interest in KFSD-AM-FM-TV San Diego and **Ernest Tannen,** owner WDMV Pocomoke City, Md. Principal owner of Payson & Trask is **Joan W. Payson,** who has no other broadcast interests. Ann. Jan. 25.

KWTV (TV) Oklahoma City, Okla.—Seeks transfer of control of **Oklahoma Television Corp.** from **Video Investment Co.** to **Central South Sales Co.** through merger of assignor and assignee. After transfer, Central South Sales Co. will own 50% of Oklahoma Television Corp. Principal owners of Central South are **John T. Griffin, James C. Leake** and **Marjorie G. Leake.** Ann. Jan. 19.

WADK Newport, R. I.—Seeks transfer of control of 30% of Key Stations from **Myer Feldman** to **Joseph Mufson** for $20,000. Mr. Mufson has interest in **K-LAD Bcstrs.,** licensee of KLAD Klamath Falls, Ore. Ann. Jan. 24.

WBPD Orangeburg, S. C.—Seeks transfer of control of **Radio Orangeburg Inc.** from **Clarence E. Jones** and **Gus Browning** to **Louis M. Neale Jr.** and **R. Carson Rember** (50% each) for $1,200 and payment of $300 per month to Mr. Jones for 13 years and payment of $200 per month to Mr. Browning for 20 years. Monthly payments are for not

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competing in radio business in Orangeburg County. Purchasers are employes of WBEU Beaufort, S. C. Ann. Jan. 19.

KVIL Highland Park, Tex.—Seeks transfer of control of **University Adv. Co.** licensee of KVIL and permittee of fm station for Dallas, Tex. to **John J. Coyle,** present 41.76% owner for $22,500. After transfer, Mr. Coyle will own 50.5% of licensee. Ann. Jan. 19.

KAYE Puyallup, Wash.—Seeks assignment of license from **Henry Perozzo** to **Henry** and **Bethyl Perozzo,** joint tenancy. No financial consideration involved. Ann. Jan. 19.

Hearing cases

FINAL DECISION

■ Commission gives notice that Nov. 28, 1960 initial decision which looked toward denying for default application of Jesse Frank Carter for a new am station to operate on 1600 kc, 1 kw, D, in Eureka, Calif., became effective Jan. 17 pursuant to Sec. 1.153 of rules. Ann. Jan. 14.

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting applications of (1) Iola Bcstg. Corp. for new am station to operate on 1370 kc, 500 w, DA, D, in Iola, Kan., (2) Heart of America Bcstrs. Inc., to change facilities of KUDL Kansas City, Mo., from 1 kw, D, to 5 kw-D, 1 kw-N, DA-2, and change principal city to be served from Kansas City to Fairway, Kan., continued operation on 1380 kc, (3) Washington Home & Farm Radio Inc., for new station to operate on 1380 kc, 500 w, D, in Washington, Iowa, engineering condition; and (4) dismissing without prejudice application of Washington County Bcstg. Co. for new station to operate on 1380 kc, 500 w, D, in Washington, Iowa. Ann. Jan. 19.

■ Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Service Bcstg. Co. for new am station to operate on 1480 kc, 500 w, D, DA, in Concord, Calif. Ann. Jan. 24.

OTHER ACTIONS

■ By separate memorandum opinions and orders, commission denied petitions by New Jersey Bcstg. Co., Princeton, N. J., for enlargement of issues in am proceeding to determine financial qualifications of applicants (1) Greater Princeton Bcstg. Co., Princeton, and (2) Nassau Bcstg. Co., also Princeton. Ann. Jan. 25.

■ By memorandum opinion and order, commission granted petition by WKAP Inc. (WKAP), Allentown, Pa., and enlarged issues in am proceeding to determine financial qualifications of applicant Rodio Radio, Hammonton, N. J. Ann. Jan. 25.

■ By memorandum opinion and order, commission denied joint petition by Booth Bcstg. Co. (WIOU), Kokomo, Ind., Truth Radio Corp. (WTRC), Elkhart, Ind., and Tri-City Radio Corp. (WLBC), Muncie, Ind., for severance of their applications from consolidated proceeding. Comr. T. A. M. Craven dissented. Ann. Jan. 25.

■ By memorandum opinion and order, commission granted petition by Eastern Bcstg. Corp., severed from consolidated proceeding, and granted its application to increase daytime power of WHAP Hopewell, Va., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N, conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Ann. Jan. 25.

■ Commission scheduled following proceedings for oral argument on March 3: Morrow Radio Manufacturing Co. and Ray E. Morrow, Salem, Ore. Community Telecasting Corp., Tele-Views News Inc., Midland Bcstg. Co., Illiway Television, Inc., and Mobile Television Corp., applicants for new tv stations on ch. 8 in Moline, Ill. Old Belt Bcstg. Corp. (WJWS), South Hill, Va., and Patrick Henry Bcstg. Corp. (WHEE), Martinsville, Va. Northwest Bcstrs., Inc., Bellevue, Wash., and Rev. Haldane James Duff, Seattle, Wash.

WOSH Oshkosh, Wis.; WGEZ Beloit, Wis.—Designated for consolidated hearing applications to increase daytime power on 1490 kc from 250 w to 1 kw continued nighttime operation with 250 w; made WCBQ Whitehall, Mich., WOPA Oak Park, Ill., WGEZ Beloit, WOSH Oshkosh, WISM Madison, all Wisconsin, and WDBQ Dubuque, Iowa, parties to proceeding with respect to their existing operation; made Bureau Bcstg. Co., Princeton, Ill., WCBQ and WOPA parties with respect to their proposed operation. Ann. Jan. 25.

■ By memorandum opinion and order, commission denied petition by Dodge City Bcstg. Co., Inc. (former applicant for new am station to operate on 600 kc, 500 w, unl., DA-2, in Liberal, Kan.) for reconsideration and rehearing of July 7, 1960 actions which (1) granted applications of Plains Enterprise Inc., for new station to operate on 1470 kc, 500 w, DA-D, in Liberal and Seward County Bcstg. Inc., to change operation of station KSCB Liberal, on 1270 kc from 1 kw, D, to 500 w-N, 1 kw-LS, DA-N, and (2) denied previous petition by Dodge City to consolidate its application for hearing with Plains and KSCB. Ann. Jan. 25.

■ By memorandum opinion and order, commission denied petition by West Side Radio, applicant for new am station to operate on 710 kc, 500 w, unl., DA-1, in Tracy, Calif., for reconsideration of Aug. 2, 1960 order which amended so-called "freeze" rule so as to include within scope of sec. 1.351 applications for facilities which would operate same daytime and nighttime, and under which amended rule, pending decision in the Clear Channel proceeding in Docket 6741, action be withheld on all applications for new or substantially changed facilities within 48 continental states on certain specified clear channels, including all of I-A clear channels and 710 kc and 14 other I-B clear channels. That portion of West Side's petition seeking waiver of sec. 1.351 is still pending. Ann. Jan. 25.

First Carolina Corp., Palmetto Radio Corp. Columbia, S. C.—Designated for hearing competing applications for new tv stations to operate on ch. 25.

■ By memorandum opinion and order, commission granted protest and petition for rehearing by El Mundo Inc. (WKAQ-TV, ch. 2), San Juan, P. R., to extent of staying effective date of Nov. 22 grants and designating for evidentiary hearing applications of American Colonial Bcstg. Corp., for changes in facilities of WKBM-TV (ch. 11), Caguas, and WSUR-TV (ch. 9), Ponce, both Puerto Rico; made protestant party to proceeding. Ann. Jan. 19.

■ By letter, commission advised KEED Inc., that action on its applications for renewal of license of KEED-AM-FM, Springfield-Eugene, Ore., will be deferred pending determination on its petition for reconsideration of July 27, 1960 decision in dockets 12515-6 which denied its application for new tv station to operate on ch. 9 in Eugene and granted competing application of Liberty Tv Inc. Ann. Jan. 19.

■ Commission directed Joseph Theriot to show cause why license for KLFT Golden Meadow, La., should not be revoked for failure to employ full-time radiotelephone first class operator, maintain yearly equipment measurements and Conelrad receiver properly, and respond to commission notices of technical violations, and ordered him to appear at hearing in Washington at time to be specified by subsequent order. Ann. Jan. 19.

United Bcstg. Co., Beverly, Mass.; Puritan Bcst. Service Inc. Lynn, Mass.—Designated for consolidated hearing applications for new class A fm stations to operate on 101.7 mc. Ann. Jan. 19.

WCHI Chillicothe, Ohio; Marshall Rosene, Celina, Ohio—Designated for consolidated hearing application of WCHI to increase power from 500 w to 1 kw, continued operation on 1350 kc, D, and Rosene for new am station to operate on 1350 kc, 500 w, DA, D; made WSAI Cincinnati, party to proceeding with respect to its existing operation and WIOU Kokomo, Ind., party with respect to its proposed operation. Ann. Jan. 19.

Routine roundup

■ By letter, commission dismissed applications of Carbon County for STA to operate three vhf tv repeater stations to serve Helper, Utah, since they were not constructed before July 7, 1960 and hence cannot be granted; advised applicant that it should file for authority to construct tv translator stations on FCC Form 346. Ann. Jan. 19.

■ Commission has type-accepted vhf tv translator equipment manufactured by Mid America Relay Systems Inc., 601 Main St., Rapid City, S. D. (identified as MARS, Type No. RX-17B) and by Blonder Tongue, 9 Alling St., Newark, N. J. (BENCO, Type No. T-1). Commission previously type-accepted similar equipment manufactured by Electronics Missiles and Communications Inc. (Type No. HRV), 262 East Third St., Mt. Vernon, N. Y. Ann. Jan. 19.

■ Commission granted application by Seaway Bcstg. Co., for renewal of license of WSTS Massena, N. Y., to extent of extending it until April 1, 1962 to afford licensee opportunity to demonstrate carrying out its proposals to rectify certain past technical violations involving trans. operation and equipment readings and measurements by unlicensed personnel, and failure to maintain operating logs as required by rules. Ann. Jan. 13.

■ Commission invites comments by Feb. 17 to notice of proposed rulemaking looking toward amending part 4 of rules to permit operation of uhf tv translator "on-channel" signal boosters of not more than one watt output power by licensees of uhf tv translator stations. Blue Mt. Tv Association, North Powder, Ore., petitioned for amendment to permit filling-in small "shadow" areas. Petition requested that automatic shut-off should not be required; however, commission was not persuaded, since it can be accomplished with simple circuitry. Ann. Jan. 19.

■ By memorandum opinion and order, commission denied petition by John H. Phipps (WCTV, ch. 6), Thomasville, Ga., to reallocate that channel to Tallahassee, Fla. Since Oct. 27, 1958, WCTV has been authorized to identify itself as Thomasville-Tallahassee station; is only tv station operating in that area; and petition advanced no compelling public interest considerations to warrant change. Comr. Lee dissented. Ann. Jan. 19.

■ By report and order, commission finalized rulemaking in docket 13826 and amended tv table of assignments by adding ch. 19 plus to Bay City, Mich., substituting ch. 25 for ch. 19 in Midland and ch. 21 for ch. 25 in East Tawas, effective March 1. Amendments stem from joint petition by Delta College, new institution to be located halfway between Midland and Bay City, and Mid-State Bcstg. Corp., licensee of WSWM (FM) East Lansing, who stated they proposed to apply for station to operate on joint basis, partly commercial and partly educational, to serve Bay City, Midland and Saginaw, all Michigan. Ann. Jan. 19.

■ By report and order, commission finalized rulemaking in docket 13816 and amended tv table of assignments to add ch. *36 for educational use in Milwaukee, Wis., by substituting ch. 52 for ch. 51 in Beaver Dam, effective March 1. Milwaukee Board of Vocational and Adult Education had petitioned for reservations of uhf ch. in addition to its present operation of educational station WMVS-TV on ch. 10 in that city. Ann. Jan. 19.

■ By letter, waived sec. 17.23 of rules to

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allow Forward Tv Inc., in cooperation with Wisconsin State Aeronautical Commission, to proceed with experimental painting and daylight lighting of WMTV (TV) (ch. 33), Madison, Wis., for period ending Dec. 1, 1961, subject to being renewed with regular license. Ann. Jan. 19.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Scheduled hearing for following proceedings on date shown: *Feb. 27 (am protest)*: Sheridan Bcstg. Co., (KROE) Sheridan, Wyo. Action Jan. 18.

■ Granted joint petition by Robert D. and Martha M. Rapp and Donald M. Donze, applicants for new am stations to operate on 1400 kc, 250 w, unl., in Festus, Mo., approved agreement whereby Donze would pay Rapps $3,500, in partial payment of out-of-pocket expenses incurred in connection with their application, in return for its withdrawal; and dismissed without prejudice Rapps' application. Applications are consolidated for hearing with dockets 13694 et al. Action Jan. 16.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Val Verde Bcstg. Co., and continued prehearing conference from Jan. 24 to Jan. 31 in proceeding on its application and that of Queen City Bcstg. Co. for new am stations in Del Rio, Tex. Action Jan. 18.

■ Granted request by Broadmoor Bcstg. Corp., and continued hearing from Jan. 23 to Feb. 6 in proceeding on am application of KRNO Inc. (KRNO) San Bernardino, Calif. Action Jan. 18.

By Hearing Examiner Charles J. Frederick

■ Reopened record in proceeding on am applications of Iowa Great Lakes Bcstg. Co. (KICD) Spencer, Iowa, et al., granted joint motion by South Shore Bcstg. Corp. and Colby Bcstg. Corp. to substitute latter as party intervenor (commission granted consent to assignment of license of WJOB Hammond, Ind., from South Shore to Colby on Dec. 30), and closed record. Action Jan. 17.

By Hearing Examiner David I. Kraushaar

■ Denied petition by Frederick County Bcstrs. for leave to amend its application for new am station in Winchester, Va., to reflect change from non-DA to DA operation, reduction of power from 1 kw to 500 w, etc.; rejected amendment, without prejudice to appropriate favorable action which may be taken pursuant to sec. 1.311(c) of rules provided petitioner refiles instant petition and amendment in compliance with provisions of that section not later than 7 days from date of release of this order. Application is consolidated for hearing with application of Town Radio Inc., for new am station in Shippenburg, Pa. Action Jan. 17.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at Jan. 17 prehearing conference, scheduled hearing for Feb. 1 in proceeding on am application of Brennan Bcstg. Co. (WAPE) Jacksonville, Fla. Action Jan. 17.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Booth Bcstg. Co. (WJLB) Detroit, Mich., and extended from Jan. 6 to Jan. 11 and from Jan. 12 to Jan. 16, respectively, dates for exchange of exhibits and for notification of witnesses desired for cross-examination. Hearing date for group II remains same—Jan. 18, in proceeding on Booth's application, et al., which is consolidated for hearing with dockets 13010 et al. Action Jan. 6.

By Hearing Examiner Walther W. Guenther

■ On own motion, corrected in various respects transcript of record in proceeding on am applications of Rogue Valley Bcstrs. Inc. (KWIN) Ashland, Ore., and R. W. Hansen (KCNO) Alturas, Calif. Action Jan. 5.

By Commissioner T. A. M. Craven

■ Granted petition by Broadcast Bureau and extended to Feb. 3 time to file exceptions to initial decision and to Feb. 13 for replies to exceptions in proceeding on application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV ch. 5, Weston, W. Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby. Action Jan. 19.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled oral argument for Jan. 26 on petition by Auburn Bcstg. Inc. (WAUD), Auburn, Ala., for leave to file appearance, time having expired, in proceeding on its am application. Action Jan. 23.

■ Granted petition by Walterboro Radiocasting Co. (WALD), Walterboro, S. C. insofar as it requests dismissal of its am application; dismissed application with prejudice. Application was consolidated for hearing with am application of Altamaha Bcstg. Co. (WBGR), Jesup, Ga. Action Jan. 23.

■ Granted request by WAKE Inc. (WAKE), Atlanta, Ga., and accepted its notice of appearance filed late in proceeding on its am application, et al., which is consolidated for hearing with dockets 13485 et al. Action Jan. 24.

■ Scheduled hearing for March 30 in the matter of revocation of license of Leo Joseph Theriot for standard broadcast station KLFT Golden Meadow, La. Action Jan. 23.

■ Denied joint petition of Milton Grant and James R. Bonfils, d/b as Laurel Bcstg. Co., and Interurban Bcstg. Corp., applicants for new am stations in Laurel, Md., which are in consolidated hearing in dockets 12993 et al., for approval of an agreement whereby Laurel application would be dismissed and, in consideration therefor, Interurban would pay Grant $10,000 and Bonfils $10; granted petition insofar as dismissing Laurel application, but dismissed it with prejudice. Laurel failed to make satisfactory showing that alleged expenditures incurred in prosecuting its application were legitimate and prudent. Action Jan. 24.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Broadcast Bureau and further extended from Jan. 24 to Feb. 3 and from Feb. 7 to Feb. 20 dates for filing proposed findings and replies thereto in proceeding on am application of Sunbury Bcstg. Corp. (WKOK), Sunbury, Pa. Action Jan. 19.

By Hearing Examiner Forest L. McClenning

■ By order, formalized certain agreements reached at Jan. 18 prehearing conference in proceeding on applications of Eugene Bcstrs. and W. Gordon Allen for new am stations in Eugene, Ore.; continued Feb. 28 hearing to March 14. Action Jan. 18.

By Hearing Examiner H. Gifford Irion

■ Scheduled prehearing conference for Feb. 7 in proceeding on am applications of L. M. Hughey (WTWB), Auburndale, and Sugarland Bcstg. Co., Okeechobee, Fla. Action Jan. 18.

By Hearing Examiner Walther W. Guenther

■ Granted motion by KGFF Bcstg. Co., Inc. (KGFF), Shawnee, Okla., and continued indefinitely Jan. 23 hearing in proceeding on its am application, et al., which is consolidated for hearing with Dockets 13667-72. Action Jan. 18.

■ Denied petitions by Radio Carmichael, Sacramento, Calif., and Jack L. Powell and Alyce M. Powell (KVON), Napa, Calif., for leave to amend their am applications which are in consolidated proceedings in Dockets 13649 et al. Action Jan. 18.

By Hearing Examiner Charles J. Frederick

■ Granted petition filed jointly by Taft Bcstg. Co. and WMRC Inc., for leave to amend Taft's application to increase power of radio station WBIR Knoxville, Tenn., to substitute WMRC Inc. for Taft Bcstg. Co. as applicant in consolidated am proceeding. Action Jan. 18.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Spencer Bcstg. Co. to the extent that it requests dismissal of its application for am facilities in Spencer, W. Va.; dismissed application with prejudice. Application was in consolidated proceeding with Dockets 13868, 13869. Action Jan. 23.

By Hearing Examiner Millard F. French

■ Granted petition by Acadian Tv Corp., for leave to amend its application for new tv station to operate on ch. 3 in Lafayette, La., to reflect death of stockholder and to incorporate in record exhibit to reflect facts; reopened record in Lake Charles-Lafayette tv ch. 3 proceeding, accepted amendment, admitted Acadian Exhibit 53A, and closed record. Action Jan. 18.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Broadcast Bureau and cancelled dates prescribed for filing proposed findings; reopened record in proceeding on am applications of Booth Bcstg. Co. (WIOU), Kokomo, Ind., et al., and scheduled hearing conference for Jan. 24, and ordered that deadline dates for filing proposed findings and replies are cancelled and made subject to further order after hearing conference. Action Jan. 19.

By Hearing Examiner Isadore A. Honig

■ Granted request by M & M Bcstg. Co. (WLUK-TV), Green Bay, Wis., for consideration of its motion for further continuance of procedural dates prior to expiration of 4-day waiting period otherwise prescribed by sec. 1.43 of rules in proceeding on its application for mod. of cp, granted motion for extension of continuance, and continued from Jan. 23 to March 9 and from Jan. 30 to March 16 dates for filing Aeronautical Intervenors' motion to reopen record and for oral argument thereon. Action Jan. 19.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by E. C. Gunter and extended to Jan. 24 time to file oppositions to petition by Abilene Radio and Television Co. to add Evansville issue regarding application of Gunter in San Angelo, Tex., tv ch. 3 proceeding. Action Jan. 19.

■ Granted motion by SanVal Bcstrs., Oroville, Calif., and extended from Feb. 1 to Feb. 24 time to file proposed findings and from Feb. 21 to March 17 for replies in proceeding on its am application, et al., which is consolidated for hearing. Action Jan. 19.

By Hearing Examiner Herbert Sharfman

■ Reopened record in proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al., and scheduled brief hearing session for Jan. 23. Action Jan. 19.

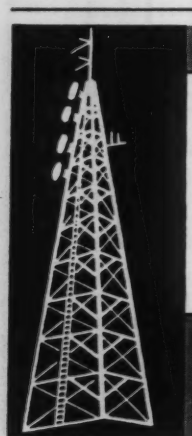
By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for Feb. 2 in proceeding on am application of Sheridan Bcstg. Co., Inc. (KROE), Sheridan, Wyo. Action Jan. 23.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau, and without objection by other parties, further

Continued on page 91



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Combination manager, sales manager for new construction AM daylighter in N.W. metropolitan district. Permanent, pay well. Largest station in area. Box 622D, BROADCASTING.

Wanted—dynamic, ambitious aggressive man 30-40, well educated, at least ten years continuous radio experience, keen knowledge of all phases except engineering, outstanding record in sales and sales management. He will be paid in area of $20,000 functioning as right arm to head of crack properous station in one of midwest's best markets and will be stockholder in any further acquisition of broadcasting properties. Box 642D, BROADCASTING.

Negative control and management available in long-established, fulltime station. Purchaser should be seasoned broadcaster who can supervise every department with emphasis on sales and promotion. Opportunity becomes available only because of serious illness. $75,000 adequate. Write complete details and date for interview to Box 744D, BROADCASTING.

Your chance to move into management from salesmanager. Small market station in sunny south Florida needs manager who can sell and do a board shift. Base plus percentage of what you sell and percentage of gross revenues. Expect long hours, hard work in this job which can be your first station management position and your stepping stone to larger markets within the chain. Resume to Box 769D, BROADCASTING.

Manager the #1 station in this city. 5,000 watts AM midwest. Prefer family man. Send resume and picture Box 790D, BROADCASTING.

California. Sunshine. Opportunity. 5000 watt. AM. Ideas wanted. Salary plus incentive commission. Box 814D, BROADCASTING.

Sales

Baltimore—Good money and top future for salesman who is looking upward. Multiple chain. Box 576D, BROADCASTING.

Sales manager for established station progressive major upstate New York, suburban market. Salary plus over-ride for imaginative sales producer, community minded, with desire to grow in growing market. Terms open for right man. Resume to Box 699D, BROADCASTING.

Northern Rocky Mountain 250W needs experienced salesman with announcing experience and ability to take charge of station in absence of owner. Box 678D, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Experienced radio salesman to join group-owned station in major market. Excellent earnings with drawing account against commission plus opportunity to move up to sales manager within short period. Send resume, billings and photo to Box 707D, BROADCASTING.

Representatives wanted. Major tv and FM transmitter manufacturer seeking representatives to sell tv and FM transmitters to the broadcast industry. Only those selling to the broadcast industry with companion items need apply. Good opportunity! Reply to Box 708D, BROADCASTING.

Would you like to sell and announce for a station in Virginia that follows an adult format. If you are an experienced salesman looking for a sound future, send your resume and tape to Box 734D, BROADCASTING.

Top-rated, 5,000 watt, independent, good southeastern market, seeking aggressive, creative salesman. Guaranteed salary plus commission. Must have management potential and keen desire to succeed. Send resume to Box 752D, BROADCASTING.

South Florida metro market. $100.00 week plus 15%. Weekly collected sales of $500.00 you get $150.00. On $1000.00 you get $250. You must have a proven record in radio time sales which will be thoroughly checked. A great opportunity for the hard working pro. Box 767D, BROADCASTING.

Aggressive salesman needed to reap a harvest of accounts in large Ohio market with new fulltime fm station. Salary unlimited for the right man. Resume and references to Box 775D, BROADCASTING.

Salesman. Somewhere in this industry is the man we want and are willing to offer the necessary inducement to land him on our team. We don't often have openings and association with our stations is considered the highest achievement in broadcasting . . . and the most earnestly sought. A top-rated format operation in the first 15 markets, we offer an excellent base and commission, opportunity for advancement, and working conditions. Prime requisites are experience with, knowledge of and sincere belief in professional format programming, coupled with enthusiasm and aggressiveness. Interested only in a man who is the best time salesman in his area and feels he is ready to move to a larger market . . . and earnings of $15,000.00 or more. Make your reply the best sales presentation you've ever made; it can be your most rewarding. No floaters, boozers or chasers, please. All replies held in complete confidence. Box 799D, BROADCASTING.

1000 watt southeastern North Carolina station needs good salesman-announcer who is ready to earn at least $100 weekly. Also need good newsman for local news coverage. Send background, photo and tape to Box 813D, BROADCASTING.

Top salaries for top idea salesmen. KSJB is offering established accounts plus territory we haven't even touched, to the right men. Salaries scaled up per thousand for incentive. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Have good opportunity for hustling salesman. KWRT, Boonville, Missouri.

WBBB offers excellent opportunity for number one salesman. Reply at once to Bob Ray, Burlington, North Carolina.

Help Wanted—(Cont'd)

Sales

Representative wanted in your territory. From your desk you can earn a substantial addition to your income. Only written contacts with your clients! Write for particulars and further details to VKK-office. Vienna 66, P.O.B. 128, Austria.

Announcers

DJ with good mature voice and friendly, enthusiastic aproach. Must be able to sell. Good pay for right man. Experience mandatory. Send tape, resume and salary requirements to Box 534D, BROADCASTING.

South Florida 5 kw indie needs dj. Must be fast paced, tight production, experienced in modern radio format operation. Salary open but well above average. Box 553D, BROADCASTING.

News man with authoritative delivery, reporter, writer, good opportunity in wages for midwestern full time station. Immediate opening. Send tape, resume, and references. Box 561D, BROADCASTING.

Announcer with first class ticket wanted for Michigan 5 kw. Send details first letter to Box 608D, BROADCASTING.

Maryland first rated station needs chief engineer-announcer. Send tape and resume. Box 709D, BROADCASTING.

Disc jockeys for middle-of-road music and news station in large southern city. No screamers but must be alert and alive. Send complete information, late photo, air check and salary expectation to Box 732D, BROADCASTING.

Virginia daytime operation with adult format has opening for an experienced announcer. Station located in college community. Salary open. Send resume and tape to Box 735D, BROADCASTING.

Top rated Florida station with tv affiliate wants good dj with commercial spot production experience and ability. Not top 40 format. Send complete tape, experience, and picture to Box 736D, BROADCASTING.

Progressive metropolitan midwest radio station needs announcer with 1st class ticket. Old network style deliverey . . . mature, intelligent interpretation—colorful inflection. Send audition tape. News, production, dramatic reading—no personality—all straight announcing. Rush material. Box 743D, BROADCASTING.

Announcer-salesman. 5 kw North Carolina station needs experienced settled man. Salary and commission. Give full details. Box 747D, BROADCASTING.

Availability midwestern daytimer needs announcer-engineer. Small city offers good life for your family. We offer good pay and plenty of future for you. You bring good voice, mature attitude. First phone ticket. Write Box 754D, BROADCASTING.

Announcer, first phone, Montana, night shift and weekends. About $100.00 per week. Must be permanent. Box 758D, BROADCASTING.

Combo man. $125.00 week to start . . . $140 in 3 months at south Florida station. Heavy on announcing side. Experienced man only. Send full resume to Box 768D, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted: First phone format DJ for Gulf Coast metropolitan network affiliate. Must swing, for one of the fastest growing markets in America. Send tape, resume. Box 788D, BROADCASTING.

Big chance to make a big name in the big city on a big station in America's 6th largest market. Sense of humor and dig modern radio. Tape, resume to Box 792D, BROADCASTING.

Looking for young announcer with two years experience in small station ready to move up. Send full details with tape and picture. Box 748D, BROADCASTING.

Young announcer with plenty of zip for fast moving Texas station. Opening also for traffic manager—copy writers. Send tape and details first letter. Box 802D, BROADCASTING.

Announcer-1st phone, familiar with concert records, fulltime opportunity with growing N.E. network operation. Tape, resume to: Box 288, Boston 54, Mass.

Experienced dj with good voice, first ticket. KGHM, Brookfield, Missouri.

Three weeks vacation per year, insurance and hospitalization, and good salaries are some of the benefits being offered for announcers with first tickets. Strong on announcing, no maintenance. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Opening for capable announcer-newsman. Good opportunity. KWRT, Boonville, Missouri.

First phone announcer immediate opening 60 miles from New York City. WBNR, Beacon, N. Y.

Announcer-engineer with first class license needed at once for new central Ohio station. Work with all new equipment in new building. Third station in growing group. Plenty of opportunity for right man. Send tape and full details to WDLR, Box 317, Delaware, Ohio or phone 3-1107.

Straight staff announcer dual network staff. Must operate own board, be able to read good straight commercials. Some experience necessary. Send tape, picture, resume, none by novices returned. WLDB, Atlantic City, New Jersey.

Immediate opening for experienced, mature, personality in major northern Indiana market to $140.00 weekly. Send resume, photo and audition tape to Martin Creel, WJVA Radio, P.O. 179, South Bend, Indiana.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Georgia.

Help Wanted—(Cont'd)

Technical

Kentucky AM-FM station has opening for engineer to maintain and install equipment. No floaters or drinkers. Real opportunity for ambitious man. Box 663D, BROADCASTING.

Wanted chief engineer. Mississippi regional wants 1st class man with knowledge of directional and complete maintenance. Top pay this region for energetic man who wants the best equipment and conditions. No drifters. Apply to Box 730D, BROADCASTING.

Chief engineer for northeast group daytimer. Mechanical as well as electronic experience. Excellent company benefits, security. Starting $85. Box 751D, BROADCASTING.

Editor—Technical magazine in communications offers real opportunity to man with knowledge of radio and television industry. Engineering background desirable but not essential. Writing ability of journalistic experience needed. Salary open. Steady advancement. Send complete resume and advise salary requirements. Box 816D, BROADCASTING.

Engineer-announcer—must have 1st phone. Limited announcing duties. Prefer married man. Will take beginner. $80.00 to start with all normal benefits. Xmitter duty. Midwest small market operation. Write Box 825D, BROADCASTING.

KANA Radio Station, Anaconda, Montana needs first class chief engineer-announcer immediately. Contact Station Manager.

Combo personnel are needed for new positions at KSJB the 5000 watt voice of the upper midwest. Strong on announcing, no maintenance, salary open. Send resume, etc., to Don MacTavish, General Manager, KSJB, Jamestown, North Dakota.

Good first class engineer wanted. Gene Newman, WHRT, Hartselle, Alabama.

Chief engineer-announcer. Best equipment, nice town. Send resume, tape, salary requirement to Bob Doll, WMST, Mount Sterling, Ky.—phone 1150.

First phone for maintenance of modern kilowatt daytime in southern Maine. Ideal place to settle in 15,000 population. No drifters. Must have interest in local news or show. Phone 2464 or write WSME, Sanford, Maine.

Help wanted. Chief engineer-announcer, Joe Phillips, WSSO, Starkville, Miss.

Production-Programming, Others

Immediate opening in production department on top-rated midwestern station for creative writer with good commercial voice. Send tape and resume immediately to Box 512D, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Copy-writer-traffic girl with flair for some air work and sales. Rocky Mountain station. Box 679D, BROADCASTING.

Newsman for local coverage near New York area. Box 541D, BROADCASTING.

News man to gather, write, and promote local news. Must be able to work board. Rocky Mountain station. Box 680D, BROADCASTING.

Newsman midwest radio-tv operation has opening for sharp morning newsman able to handle both reporting and on-air work. Box 789D, BROADCASTING.

Newsman strong on delivery and rewrite wanted for million market station. Send tape and resume to Box 795D, BROADCASTING. $85 a week to start.

Contact desired with experienced reliable newsman, with all-around experience to gather, write, air local news. Only interested in person who desires to be permanent and grow with station. Nicest town in valley near Sequoia and Kings Canyon Parks. KONG, Visalia, California.

News director—opportunity for experienced radio newsman with pioneer station—No. 1 in market for radio news coverage. Salary open. Send background, copy, and photo to WFDF, Flint, Michigan.

Newsman wanted . . . Newspaper-owned station looking for man to cover strong local news for four-county area. Must be hard worker, reliable (no prima donnas), and be willing and able to aid in staff work when needed. Nice resort town. Send tapes and resumes to Bob Bauman, Program Director, WHFB AM-FM, Benton Harbor, Michigan.

Production department opening for male creative writer capable of writing and voicing selling commercials. Top rated midwestern group. Send continuity samples and tape to Orv Koch, Stuart Stations, 814 Stuart Building, Lincoln, Nebraska.

RADIO

Situations Wanted—Management

Calling California! Top caliber manager-sales manager now operating successful midwest station desires challenging opportunity. Sincere, responsible family man with ability to offer you an efficient, profit-making progressive station. Investment opportunities considered. Box 666D, BROADCASTING.

Manager, sales manager or sales in major markets only. College graduate, married with family. Experienced all phases. Currently owner-manager and selling out. Box 673D, BROADCASTING.

Manager with years successful experience. Mature family man interested in small or medium market. Will consider new stations. Also distress stations. Offer must be right, and include chance for future investment. Box 685D, BROADCASTING.

Manager, commercial manager: 10 years these capacities. Also network and agency. Best reference all employers. Box 721D, BROADCASTING.

Presently employed, seeking challenge; 8 years management experience. Solid family man; strong on sales; well versed all departments. Let's take a hard look at each other. Box 762D, BROADCASTING.

Excellent managerial material, with successful sales and news record. Winner of 3 consecutive statewide news awards. 7 years in radio, age 31, know top 40 music news operation with emphasis on local news. Best of references. Box 765D, BROADCASTING.

★ ★ ★ **WANTED** ★ ★ ★

TV-RADIO PROMOTION AND MERCHANDISING MAN

We have opening in our TV-Radio Dept. for man with several years experience in TV and/or Radio Station Promotion. He must be completely familiar with broadcast audience promotion, exploitation and merchandising. Publicity experience also helpful. Approximate age: 25 to 35 years.

This is addition to our staff, and offers opportunity to work in our agency's headquarters on network, spot and local programs and campaigns sponsored by our distinguished list of clients. Write us immediately . . . please do not call . . . of your qualifications, including salary desired.

Needham, Louis and Brorby, Inc.
Personnel Dept. Prudential Plaza, Chicago 1, Ill.

Situations Wanted—(Cont'd)

Management

Sales manager now making 11 grand—Sees no greater future at hand—Experience is varied—but in present job am buried. Why not let me strike up your band. Four years sales manager in small market, married, family, excellent references. Prefer east or upper midwest. Box 777D, BROADCASTING.

Wanted: Employed manager/sales manager of profitable radio operation, 6 radio—3 tv market, knowing owner's intention to sell, seeks new association. Ten year accepted industry experience background. Box 800D, BROADCASTING.

Small station manager desires larger market. Family man. Have first phone. Jerry Bryan, KGMT, Fairbury, Nebraska.

Sales

Twelve years experience radio sales—forty-four years old, married, three children, presently employed, prefer midwest. Box 760D, BROADCASTING.

Newly organized sales agency to represent radio and tv products and services in southeastern states. Will take on six non-competitive lines on retainer and commission basis. For full particulars write Box 808D, BROADCASTING.

Salesman—Sportscaster, married and Cambridge School graduate in 1955. Available at once. Now employed. Box 810D, BROADCASTING.

Announcers

Experienced, intelligent announcer wants permanent location in southeastern locale. 3rd class ticket. Single. Reliable. Knows music. Box 610D, BROADCASTING.

Bright, versatile, personality dj currently with top rated station in medium market. Desires west coast position. Minimum $150 per week, and well worth it. Have 1st phone. Box 653D, BROADCASTING.

Young, married, top rated, top 40 announcer, in major northeastern market. Prefer to relocate in Ohio, Kentucky or Indiana, for right pay. Box 684D, BROADCASTING.

Announcer, DJ—experienced, versatile, not a floater. Can operate own board. Available immediately. Box 692D, BROADCASTING.

Experienced dj—top 40 or other. Run own board, tight production, no floater, prima donna. Box 750D, BROADCASTING.

Philadelphia or New York . . . Do you want glib dj, mature news, staff? For $150 a week I'm yours, body and soul. Box 753D, BROADCASTING.

Sports announcer basketball, baseball, football finest of references. Top voice. Box 766D, BROADCASTING.

First-phone C&W personality dj—Excellent audience survey rating. Top audience sell. Sober, family man seeking position with reputable, substantial operation. Can run own board. $125 weekly minimum. Box 771D, BROADCASTING.

Deejay-announcer, college, ambitious, on way up, experienced, tight board, pleasant voice, no screamer, will move anywhere and settle. Box 774D, BROADCASTING.

Attention! Major market radio-tv air personality currently with large eastern station is seeking personality radio show with big potential. 12 years experience. Was M.C. on local tv guest entertainment series. Desire fast paced, adult, modern music and news sound utilizing all types music. No so-called "top 40" limitations please. Do tight production show with occasional comedy drop-ins. I program my music objectively-repeat: objectively! Also have been program director. Am hard worker, aggressive, alert, mature. Married with family. Mid 30's. College background. Will move for right offer. Want security. Also am authoritative newscaster. Tape, resume, picture available immediately. Personal interview desired. Box 716D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Looking for me? Imaginative, tasteful, pleasant adult delivery. Know music. Two years experience, excellent recommendations. East or midwest wanted. Prefer nights, will consider all offers. Box 778D, BROADCASTING.

Experienced first phone dj. Smooth swingin' sound with enthusiasm major market only. Box 779D, BROADCASTING.

Announcer-engineer, 1st phone, 5 years experience. Box 782D, BROADCASTING.

8 years radio-tv. Presently program director. Fast paced DJ. Authoritative news. Mature live camera. Reliable, personable, sportsman. Box 784D, BROADCASTING.

$1,000,000.00—I've made for 3 Ohio stations. Experienced, friendly, co-operative, on and off the air. 20 years AM and PM plattering. My past can be your future, at present. Box 787D, BROADCASTING.

Announcer, dj, experienced, fast board, good ad lib,wants to settle, not a drifter. Box 793D, BROADCASTING.

Experienced radio newscaster wishes to advance. Currently news director at 5000 watter in major upper midwest market. Authoritative voiced announcer. Age 28; married and family. Present salary $150 a week. Box 796D, BROADCASTING.

Need a jock who paints the town with that swingin' sound? One who has personality appeal to teenage and housewife audiences, is a stable family man, and has a first phone? Then send full information about your operation, including salary. Box 804D, BROADCASTING.

Young man, experienced broadcasting and sales. Seeks Shangrila. DJ, news production and management. Married, veteran. Available March 1st. No promises—Just results. Box 811D, BROADCASTING.

Major market disc jockey will soon be available! Professional air personality. Minimum $250.00 weekly against 40%. Prefer personal interview. Write immediately. Box 805D, BROADCASTING.

Heavily experienced dj and newsman wants Atlantic seaboard location. Box 812D, BROADCASTING.

A professional deejay will wail for you! This swinger has a first phone, is a responsible family breadwinner in late twenties, will work any hours, and is a creative, imaginative showman within your format. Currently employed in major market, but will consider all offers. Rush details. Box 806D, BROADCASTING.

Experienced, trained announcer, 25, desires permanent position with metropolitan station. Specialty: Nighttime swing show, no top 40. Bonus: original characterizations and ideas for production spots. Box 803D, BROADCASTING.

If your station needs pep pills rather than tranquilizers, 2 swingin' jocks, currently in top spots in a top national market, are the answers! Both have first phone, pro approach, are married and available for $125.00 per week. Box 807D, BROADCASTING.

Announcer—married, dependable sell, authoritative news, "easy style" DJ—College grad looking for first position with future. Box 819D, BROADCASTING.

Sportscaster-staff announcer. College grad., single. experienced. Strong play-by-play basketball, baseball. Available after basketball season. Tapes on request. Box 820D, BROADCASTING.

How about an excellent low voice for your station? Announcing school grad with hard and soft sell commercials. Enthusiastic beginner. Desire permanent position. No top 40 or rock 'n' roll, please. Box 821D, BROADCASTING.

Attention Los Angeles: Single, 26, veteran, experienced announcer-deejay. Available February. Box 824D, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention: See my ad under radio production. "8 years experience."

Announcer-salesman. Experienced. Excellent radio voice. First class license, if required. 424 Cleveland Avenue, Ashland, Ohio. Phone 4-8262.

Announcer-first phone over two years experience. Graduate technical institute. Don Fenimore, Dexter, Missouri. Phone MAdison 4-4319.

Mature announcer (31), 6 years radio-tv, all phases air/production work, seeks position with station that has realized the fallacy of screeching, howling, and "top 40." Loyalty, energy and limitless efforts are yours in exchange for sincere adulthood in management. Call/wire collect: Ken Lawrence: 4260 W. Davison, Detroit, Michigan, WE. 3-0505 or Trinity 3-6737 before 11 a.m. Almost anywhere. $135 minimum. Personal interview preferred.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Technical

First phone engineer, 12 years experience AM-FM-TV desires responsible position Pennsylvania area. References. Box 764D, BROADCASTING.

Engineer-announcer available immediately. Prefer small town. Salary $100 a week. East coast or south preferred. Box 801D, BROADCASTING.

Experienced AM (dir. ant.), FM, tv transmitter operator. Box 809D, BROADCASTING, or phone FA2-7150. Columbus, Georgia.

First phone. Experienced radio and television. Box 31393, Los Angeles 31, California.

Engineer—20 years in radio, FM multiplex, tv studio, microwave, transmitters, some videotape. J.T.B., 653 Highland Ave., Eau Gallie, Fla.

Florida — 5 years experience — television, radio. W. W. Mank, 151 N.E. 27th St., Pompano Beach, Florida.

Have first phone. Want engineering position. Francis O'Gara, Grantham School, Electronics. JE-16320, Kansas City, Missouri.

Chief engineer, announcer. Available February 6. G. Patterson, General Delivery, Olympia, Washington, FL 2-4641.

Production—Programming, Others

Award winning news director and play-by-play announcer wants permanent job as either or both. Presently employed with excellent references. Can make change after basketball season. Box 636D, BROADCASTING.

Young, energetic major-market talent seeks programming responsibility. Prefer west. Box 737D, BROADCASTING.

Promotion head from combination tv, America's top rated radio station available for larger market. Veteran, college, references. Box 781D, BROADCASTING.

Sportscaster, called nearly 300 games; experienced in news, programming, management and special events. Young, industrious, dependable. Want career position with growing concern in radio, tv or both. Box 798D, BROADCASTING.

8 years experience sports, PD, play-by-play and staff. Excellent character and references. Employed, college graduate, 27, family. Seeks station wanting only permanent, mature and reputable, personnel. $100.00 minimum. South, midwest, southwest. Box 815D, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Auditioning for radio-tv sports directorship. Employed in that capacity presently, but desire permanent position, so make sure I'm it. Interesting interviews, play-by-play, commentary and literacy my specialties. Interview necessary. Box 817D, BROADCASTING.

Newsman, six years experience, writing, gathering, reporting. Mobile and beeper. Florida or south. P.O. Box 349, Chattanooga, Tenn.

Seeking major programming position with first line operation demanding sound professional experience. Twelve years radio. Now public relations major industry 1 year. Married, 36, college. Managerial offers considered. Charles Dennis, 624 Keith, Waukegan, Illinois. Majestic 3-0427.

News director. High caliber, production minded, experienced all phases top operation. Editorials, promos, intros, features. Documentaries, beepers, mobile coverage, formating, audience rating surveys, opinion polls, training air personnel. Outstanding delivery. Sturdy background in contests, etc. Experience includes three years tv. Former McLendon director. Present employed. Interested in joining station airing or maintaining top news operation in metropolitan market. Available February 1st. Excellent references from present and past employers. Contact Bill Gill, WSAI Radio, Cincinnati, Ohio.

TELEVISION

Help Wanted—Management

TV manager for well-established, fast-growing facility. Midwest. Experienced only. Give full particulars Box 791D, BROADCASTING.

Sales

A salesman's opportunity to grow with one of the fastest moving broadcasting corporations in business today. WTVH's Metropolitan Broadcasting outlet in Peoria needs hard hitting, high billing salesman. Top ratings in the market. Radio experience acceptable for right man. Good guarantee; good incentive; good future. Send photo and resume to WTVH, 621 Main St., Peoria, Illinois.

Announcers

Announcer. For all around work. New tv station airing January 23rd, 1961. Send complete resume including picture, tape, and salary requirements. Box 2148, Idaho Falls, Idaho.

Technical

TV studio engineer, first phone, for employment with a Virginia network affiliate. Excellent working conditions and employee benefits. Write Box 742D, BROADCASTING.

Television transmitter engineer for southwest major market full power station. Must be experienced. Excellent opportunity for advancement. Give full resume on first letter. Box 705D, BROADCASTING.

Major west coast market has opening for technician. Reply Box 843C, BROADCASTING.

Chief engineer for KMMT-TV-AM Austin, Minnesota. Interested in man with proven ability in supervision who is now ready to assume responsibility of management. Write E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa. No phone calls.

Wanted-Experienced transmitter engineer for maintenance and operation of RCA equipped station. Send complete resume of education and experience to: Russell Trevillian, Chief Engineer, KXII-TV, Sherman, Texas.

TV engineer—Leading station expanding staff has opening for transmitter operator. Actual tv experience not necessary, but must have first class license and ability learn quickly under guidance chief engineer. WSAV-TV, Savannah, Georgia.

Help Wanted—(Cont'd)

Production-Programming, Others

Photographer: Excellent opportunity for industrious and ambitious man. Television experience preferred, not essential. Must be able to run complete photo dept. and turn out first class 35 mm slides. Salary open. Address replies to Box 722D, BROADCASTING.

Eastern non-commercial tv station with heavy live schedule seeking experienced producer-director looking for a challenge. A.B. degree preferred, but not essential. Send resume and salary requirements to Box 773D, BROADCASTING.

Newsman wanted for southeastern capital city radio-tv operation. Desire man in twenties with good basic news experience. College graduate preferred. Primary job will be the preparation of newscasts. Possibility of on-air assignments. This multiple ownership station offers attractive company benefits and pleasant working conditions. Please rush resume, including references, and a recent photo to Box 785D, BROADCASTING.

TELEVISION

Situations Wanted—Management

Manager, commercial manager: 10 years these capacities. Also network and agency. Best reference all employers. Box 721D, BROADCASTING.

Southwest TV—do you need manager, assistant, program director, good announcer? I can perform ably in these categories. Write for details of 23 years successful experience in the industry. Why move? Doctor prescribes warmer climate for kids. Box 739D, BROADCASTING.

Top tv promotion man looking to leave number one station in top ten market. Imaginative, self-starting plans-maker well versed in all advertising media; familiar with audience research and methods. Capable administrator able to coordinate and formulate long-range plans. Skilled in the use of on-air print media, outdoor, trade press and direct mail. An able writer with a thorough knowledge of sales development and sales promotion. Box 749D, BROADCASTING.

Television program manager presently employed. Fourteen years experience in management, programming, production, videotape, film buying and sales. Young, married, degrees and top industry references. Box 755D, BROADCASTING.

TV film buyer with ten years experience in major market, available soon. Know all phases of syndicated and feature film properties, ratings, contract law, and group buying techniques. Acquainted with all distributors. Let my experience shave your film budget. Box 756D, BROADCASTING.

Sales promotion manager wants affiliation with major market tv and/or radio station. Ten years tv-radio, two years agency sales and promotion background. Award winning idea man. Strong on merchandising. Now in mid-east major, will relocate. Box 770D, BROADCASTING.

Sales

Newly organized sales agency to represent radio and tv products and services in southeastern states. Will take on six non-competitive lines on retainer and commission basis. For full particulars write Box 808D, BROADCASTING.

Announcers

Experienced announcer wants to return to southwest. Mature, versatile, straight-forward, clean-cut delivery with believability. Seeking market which can afford starting level of about 12 thousand to right man—with room left to look higher. Box 740D, BROADCASTING.

Television announcer. Fifteen years radio-tv seeks good market. Box 759D, BROADCASTING.

Experienced radio announcer-DJ wants tv. Solid radio background. Friendly personality. Box 780D, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Tv studio technician, first phone, three years experience, available immediately. Box 696D, BROADCASTING.

Nine years in television and nine years in radio some as chief engineer. Can you use a good maintenance or transmitter man? Box 701D, BROADCASTING.

Engineer-announcer, 1st phone, 5 years radio experience. Any position considered. Box 783D, BROADCASTING.

Chief engineer, AM, TV, desires position in south or southwest. Well qualified, sleeves rolled type. Box 797D, BROADCASTING.

Production-Programming, Others

Chief producer-director, medium market, seeks advancement. Married, infant son, military obligation completed. B.S. degree in radio-television. Creative, hard working and described as personable. Top references. Salary second to opportunity. Available February 1st. Allied communication operations and educational television also considered. Call Evansville, Indiana—HArrison 5-8770 or write Box 687D, BROADCASTING.

Top news-sports director. Can handle or direct all phases of news-sports organization and production, radio-tv. Area's best known play-by-play man with outstanding sponsor success story. Network radio and tv experience in both news and sports. 20 years on 50 kw radio, 10 years top tv. References, tape, film, and resume furnished. Box 731D, BROADCASTING.

With present employer five years. All phases production desire position in smaller market. Have own photo equipment including 16MM. Resume furnished upon request. Box 746D, BROADCASTING.

Production man: College grad, broadcasting school grad, married, news special events, interview formats my specialty. Box 772D, BROADCASTING.

Studio supervisor or floor manager experienced. Supervise and manage personnel and all studio operations, excellent work record, can furnish best references. Box 822D, BROADCASTING.

Director or production coordinator. Nine years experience, strong on camera work, creative, ability to handle personnel, net experience, best references. Rush. Box 823D, BROADCASTING.

Quicker profits when you hit the air professionally! Will put your tv station on-the-air; train your local personnel to take over. All phases. Reasonable. TV-Services, 1250 E. 1st South, Salt Lake, Utah.

FOR SALE

Equipment

Does your station use Class C lines? Have 75 equalizer amplifier units for sale at $75.00 each. Provides low and high frequency boost and overall gain adjustment in transistorised unit, rack mounted. Description and schematic accompany each. Shipped C.O.D. your directions. Address inquiries Box 427D, BROADCASTING.

Complete 12 KW G.E. TT-25A transmitter. Does not include harmonic filter or filterplexer. This transmitter is presently operating and is in very good condition, and will be available upon very short notice. Box 712D, BROADCASTING.

Attention equipment suppliers and station engineers! Limited time in which to get on air. Must have good used equipment from transmitter to turntable for 500 watt daytime operation. Reply Box 733D, BROADCASTING.

550 foot Blaw-Knox self-supporting H-21 tower. Designed for FM and tv antennas. Dismantled, ready to ship. $15,000. Box 741D, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Magnecord model 814C tape player. 3¾ or 7½ speed 4 or 8 hour with automatic reverse in cabinet ready for use. $525.00. Write Box 761D, BROADCASTING.

General Radio 650-A impedance bridge. Beat frequency oscillator. Laboratory and recording voltmeters. Leeds-Northrup apparatus. List. Box 763D, BROADCASTING.

FM broadcast transmitter. General Electric type BT-3-A. Currently 1500 watts output, can easily be converted to 3000 watts with blueprints and schematics provided. $2000.00. Box 786D, BROADCASTING.

Rust remote control system, Series E. Good condition. Cost over $1,000; less than 5 years old. Best offer over $400 takes. Chief Engineer, KATI, Casper, Wyoming.

RCA BTA 250-L AM transmitter, complete with over $300.00 in spare tubes, parts, and crystals. In excellent condition, operating more than 70 percent efficiency, when discontinued for higher power. Price: $1,050.00 cash F.O.B. Radio Station KBTA, Batesville, Arkansas.

Two 345′ self-supporting Truscon towers with lighting kits, available where they stand. Opportunity for a real buy. Radio Station KIDD, P.O. Box 1070, Monterey, California.

5 and 10 KW AM transmitter parts, used, all similar to RCA BTA5F including 10 kw power supply components, modulation transformer. RCA, 892R sockets, blowers, filament transformers, scott connected two phase. Write KINY, 231 So. Franklin St., Juneau, Alaska.

Two Rek-O-Kut B-16-H turntables. Good condition; KMRI, Iowa State University, Ames, Iowa.

FM antenna. Four-bay, GE type. Also isocoupler, 1⅝" Heliax. KRCW, 818 State St., Santa Barbara, California.

200 foot guyed R.E.C. tower. Tubular steel, uniform cross section. No insulator, otherwise in excellent condition. Complete with guys. Make offer over $800, or swap for FM equipment. Tower may be seen in Marin County, KTIM, San Rafael, California.

Fm transmitting equipment. Have used GE 250 watt exciter model 4BT1A1; three kilowatt GE amplifier model 4BT3A1 with rectifier; ten-kilowatt GE amplifier model 4BF3A1 with rectifier; GE FM broadcast station monitor model 4BM1A1 plus Gates RF amplifier for remote operation of station monitor. Final tubes for 10 KW amplifier not included. Would like to sell as package. Contact Chuck Williams, KWNO, Winona, Minnesota.

FM monitor, state type, price, condition. WHFS (FM), 4425 Chestnut St., Bethesda, Md.

Micro-Wave equipment: 1 Raytheon microwave transmitter and rack and 1 Raytheon receiver and rack, $3,975.00; 1 Raytheon portable Microwave receiver and 1 Raytheon Microwave transmitter (portable), $3,975.00. Radio WHUT, Anderson, Indiana.

Two Magnecorder tape decks PT6-AH for sale, complete with metal cabinets. WMAK, Nashville, Tenn.

For sale or trade for PT-6 series Magnacord, one Minifon pocket transistor wire recorders. Sells for $285.00. This unit new. Will trade for PT-6 Magnecord or sell for $200.00. WMNE, Menomonie, Wisconsin.

RCA 5DX transmitter complete with tubes $5500. Excellent condition. DRake 8-8800 days, Atlanta, Georgia, nights HIckory 3-4428, Clarkston, Georgia.

Complete new FM station equipment, 1000 B transmitter, etc. Save 25%. Write BB&L, Box 229, Amarillo, Texas.

Auricon sound camera—100 foot—hardly used $950.00 complete case, mike, etc. WHUT, Anderson, Indiana.

Anything in broadcasting sold or bought. Electro-Find, 440 Columbus Ave., N.Y.C.

FOR SALE

Equipment—(Cont'd)

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

TV video monitors. Metal cabinets, rack, portable remote kine, educational, broadcast, starting at $199.00. 50 different models, 8″ thru 24″. Miratel, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

Dehydrators, automatic reactivation, silica gel, thermal control ⅓ HP motor, dry air at controlled pressure. Complete with gauges, manifold etc. New-unused. $300.00 complete, FOB. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

One used 220 ft. self-supporting Ideco tower. $1,500.00. Write Tower Builders Co., Inc., P.O. Box 356, Angola, Indiana.

36-AM-FM towers. Uniform cross section guyed type. Heights 100′ to 360′. Phone RE 2-9350, U.S. Tower, 249 Bartow Lane, Petersburg, Va.

WANTED TO BUY

Stations

Young California blood has money for purchase struggling radio station in expanding market area in the west. Write P.O. Box 2063D, Pasadena, California.

Equipment

Wanted: one recording amplifier from GPL kine recorder; and an Altec limiter. Box 485D, BROADCASTING.

1 to 5 kw FM transmitter. Also three 450 foot AM self supported towers. Box 745D, BROADCASTING.

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

AM modulation and frequency monitors, 24 pair patch pannels. 500W transmitter, two tower phasing equipment, 3″ scopes. Reply CRS, Box 503, Carthage, Mo.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 1, April 26, June 21. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

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Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS

FCC first phone license preparation. High record of results from our proven method. Announcer Training Studio, 25 W. 43, N. Y., OX 5-9245.

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual," a complete gagfile containing bits, adlibs, gimmix, letters, patter, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-4), 65 Parkway Court, Brooklyn 35, N. Y.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

Wanted! Commissionable, commercial-religious radio, television rates. Write Gospel Broadcasters, Schell City, Missouri.

RADIO

Help Wanted—Announcers

DISC JOCKEYS

• • • advance to Major Metropolitan Market

WNOE the South's top independent is expanding staff. Need DJ's and newsman. Salary plus bonus, plus outside opportunities.

• Send up—tempo music and news air check to:

James A. Noe, Jr.

WNOE

Sheraton-Charles Hotel

New Orleans, La.

Production—Programming, Others

PRODUCTION-CONTINUITY DIRECTOR

50 KW major market independent needs production-continuity writer strong in promotional ideas and follow thorough in contests. Tapes on production, resume, photo and sample scripts to:

Box 727D, BROADCASTING

RADIO

Situations Wanted—Management

MANAGER AVAILABLE

Trouble-shooting 20 year veteran with 250 watt local to 50 KW major market experience. Recently sold interest in station after 3 years of highly profitable operation. Now looking for a station in trouble in medium sized Western market where investment possible. But will consider any offer anywhere. 2609 NW 32nd, Oklahoma City, Oklahoma.

Situations Wanted—(Cont'd)

Announcers

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept., J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

TELEVISION

HELP WANTED

Production—Programming, Others

WANTED A.S.A.P.
TV TRAFFIC MANAGER

For strong NBC-VHF station in southeast. Female only, from 25 to 45. Must have TV traffic experience. Will head 3 girl department. Send resume, present earnings record and current picture to:

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TOP TV PERSONALITY

Voted "Best new male TV performer" 8th market. Creative, funny, audience builder. (Terrific ratings as light bright DJ) Comedy and continuity writer; ad libber. Network puppeteer. Characters and voices (News straight). Now top 10 market but new policy nixes personality. Minimum $200.00.

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BROADCASTING SCHOOL

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SUBCARRIER GENERATOR

Model SCG-2

For FM multiplexing, complete with automatic muting, deviation meter, and regulated plate and filament power supply. Write for Bulletin #203.

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BROADCAST PRINTING
New Approved
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A series of 20 recorded & produced sixty second announcements that poke pointed, yet airable, fun.

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ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW
WALKER EMPLOYMENT SERVICE
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FEderal 9-0961

STATIONS

FOR SALE

TV STATION
IN
FAST-GROWING MARKET
Qualified Principals Only
Box 703D, BROADCASTING

FOR SALE

High power, Class "B" FM Station large midwest market. On air two years complete with background music service. All new equipment.

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Fla.	single	fulltime	$65M	terms
Iowa	single	fulltime	87M	25dn
Tenn.	single	daytimer	95M	terms
Fla.	single	daytimer	165M	20dn
S. C.	single	daytimer	65M	15dn
Wash.	medium	1kw-D	105M	terms
Pa.	small	daytimer	100M	15dn
Calif.	metro	low freq	175M	29%
Midwest	metro	daytimer	225M	75dn
N. W.	metro	regional	170M	terms
Texas	metro	regional	225M	29%
Midwest	capitol	daytimer	90M	terms

And Others

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THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

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CALIFORNIA. Fully automatic full time operation. Trade area 20,000. Deal can be set up to net owner $1,000 a month on current business. $6,500 down.

PACIFIC NORTHWEST. Exclusive. $40,000 gross. Good profit. Ideal man and wife or partners. Asking $75,000 including real estate. 29% down.

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Suite 600-601
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Los Angeles 28, Calif.
HO. 4-7279

Continued from page 84

extended from Jan. 20 to Jan. 27 and from Feb. 3 to Feb. 10 time for filing proposed findings and replies in proceeding on applications of Wilmer E. Huffman, Francis C. Morgan Jr., and Pier San Inc., for am facilities in Pratt and Larned, Kan. Action Jan. 19.

■ Received in evidence Exhibit 3 of Hirsch Bcstg. Co. (KFVS), Cape Girardeau, Mo., and closed record in proceeding on its am application and that of Firmin Co., Vincennes, Ind. Action Jan. 24.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau and extended time for filing responsive pleadings to petition of Central Wisconsin Television Inc. for leave to amend its application for new tv station to operate on ch. 9 in Wausau, Wis., until 10 days after commission receipt of response from Canadian government regarding necessary clearance of amendment. Action Jan. 19.

By Hearing Examiner David I. Kraushaar

■ Upon consideration of agreements reached at Jan. 23 prehearing conference, ordered that either petitions for reconsideration and grant without hearing of am applications of WSTV Inc. (WBOY), Clarksburg, and Community Radio Inc., Spencer, W. Va., are to be filed with commission not later than 5 p.m., Feb. 9, or all engineering evidence in support of respective proposals, for introduction into record, is to be exchanged among counsel by that date with copy of each exhibit to examiner, and ordered further that hearing shall commence as scheduled Feb. 16, with understanding, however, that in event petitions for reconsideration are filed an appropriate motion will likewise be filed before examiner by Feb. 9 for continuance of hearing pending action by commission on such petitions for reconsideration. Action Jan. 23.

By Hearing Examiner Isadore A. Honig

■ Granted petition by the Broadcast Bureau and further extended from Jan. 24 to Feb. 3 and from Feb. 7 to Feb. 20 dates for filing proposed findings and replies thereto in proceeding on am application of Sunbury Bcstg. Corp. (WKOK), Sunbury, Pa. (Docket 13325).

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Jan. 19

KHOE Truckee, Calif.—Granted assignment of license to **Robert Sherman.**

KVOG-TV Ogden, Utah—Waived Sec. 3.613 and granted cp to change studio location to trans. site.

WDON Wheaton, Md.—Granted mod of cp to change type trans.

KMBY Monterey, Calif.—Granted mod of cp to move ant. approximately 20 ft. and trans. approximately 200 ft. from presently authorized location and deletion of remote control request; condition.

WSJS Winston-Salem, N. C.—Granted mod. of cp to make changes in DA pattern; increase height of ant.; add new tower for nighttime operation and make changes in ground system.

Actions of Jan. 18

KSIX Corpus Christi, Tex.—Granted license covering installation of new trans. and make changes in ground system.

WWON Woonsocket, R. I.—Granted mod. of cp to change type trans.

KTLD Tallulah, La.—Granted change of remote control authority.

Actions of Jan. 17

WMVB Millville, N. J.—Granted acquisition of positive control by **Fred M. Wood** through sale of stock by **Frances Sharp,** administratrix of the estate of **Frank S. Sharp,** deceased.

KBBB Borger, Tex.—Granted assignment of licenses to **Robert M.** and **Dixie Dice Watson.**

KNTT Tazewell, Tenn.—Granted assignment of licenses to **Floyd** and **Hubert Turner.**

KWVR Enterprise, Ore.—Granted assignment of license to **Gene W. Wilson.**

KIOO(FM) Oklahoma City, Okla.—Granted license for fm station (BLH-1687).

WKEU Griffin, Ga.—Granted license covering increased daytime power and installation of new trans.

WMNB North Adams, Mass.—Granted license covering change of ant.-trans. location, changes in ant. system and remote control authority.

KOCA Kilgore, Tex.—Granted license covering change in ant.-trans. location and changes in ant. and ground system.

KXXX Colby Kan.—Granted mod. of license to change studio location and remote control point; Sec. 3.30(a) of commission's rules waived to permit establishment of the main studio 1½ blocks south of city limits on Highway 25, Colby, Kan.

WRRZ Clinton, N. C.—Granted cp to install new trans.

KSWC Tucson, Ariz.—Granted mod. of cp to change ant.-trans. location.

KZUN-FM Opportunity, Wash.—Remote control permitted.

The following stations were granted extensions of completion dates as shown: *WCSQ (FM) Central Square, N. Y. to Feb. 12, and KMBO Tucson, Ariz. to July 4.

Actions of Jan. 16

WABR Winter Park, Fla.—Granted involuntary assignment of license to **Carl T. Langford,** receiver.

KICN Denver, Colo.—Granted assignment of licenses to **Central States Bcstg. Inc.**

KUPD-AM-FM Tempe, Ariz.—Granted acquisition of negative control each by **William H. Clifford** and **Jack F. Grimm** thru purchase of stock from **John L. Breece.**

KDAL Duluth, Minn.—Granted mod. of license to change name to **KDAL Inc.**

KWG-FM Stockton, Calif.—Granted cp to replace expired permit for fm station.

WDGO (FM) Cleveland, Ohio—Granted mod. of cp to change type ant.

WOWY Clewiston. Fla.—Granted mod. of cp to change type trans.

KWG-FM Stockton, Calif.—Granted mod. of cp to move studio and trans. site; change trans.; ant.; decrease ERP to 3.4 kw; increase ant. height to 140 ft., and change ant. system.

The following stations were granted extensions of completion dates as shown: WOWY Clewiston, Fla. to Feb. 13; WKEY (FM) Kansas City, Mo. to June 11; WWRL New York, N. Y. (main & alt. main) to Mar. 15; KAFI (FM) Auburn, Calif. to June 30; WSAF Sarasota, Fla. to Feb. 13.

The following stations were granted change of remote control authority: KHVR Bijou, Calif.; WWIZ Lorain, Ohio.

Actions of Jan. 13

WCGR Canandiagua, N. Y.—Granted change of remote control authority.

WWCM New Orleans, La.—Remote control permitted.

License renewals

■ Following stations were granted renewal of license: WCMN Arecibo, P. R.; WDBO-AM-TV Orlando, Fla.; WFTL Ft. Lauderdale, Fla.; WHYS Ocala, Fla.; WINK-AM-TV Ft. Myers, Fla.; WIPR-AM-FM-TV San Juan, P. R.; WJNO West Palm Beach, Fla.; WMDD Fajardo, P. R.; WMEN Tallahassee, Fla.; WPLA Plant City, Fla.; WSWN Belle Glade, Fla.; WTRR Sanford, Fla.; WTYS Marianna, Fla.; WDAE-FM Tampa, Fla.; WBLA Elizabethtown, N. C.; WGAT Gate City, Va.; WIAM Williamston, N. C.; WRRA(FM) Ithaca, N. Y.; WRRC(FM) Cherry Valley Township, N. Y.; WRRD(FM) DeRuyter Township, N. Y.; WRRE(FM) So. Bristol Township, N. Y.; WRRL(FM) Wethersfield Township, N. Y.; WJNC Jacksonville, N. C.; WEIM Fitchburg, Mass.; WPTS Pittston, Pa.; WKRZ Oil City, Pa.; KDOT Reno, Nev.; WGOL Goldsboro, N. C.; WBRM Marion, N. C.; WMYN Mayodan, N. C.; WRAL(FM) SCA only, Raleigh, N. C.; KQEO Albuquerque, N. Mex.; WADA Shelby, N. C.; WKMT Kings Mountain, N. C.; WYRN Louisburg, N. C.; WYFS-FM Winston-Salem, N. C.; WSKY Asheville, N. C.; WAMR Venice, Fla.; WAYR Orange Park, Fla.; WBIL Leesburg, Fla.; WFTW Fort Walton Beach, Fla.; WGBS-AM-FM Miami, Fla.; WGTO Cypress Gardens, Fla.; WIVI Christiansted, St. Croix, V. I.; WIVY Jacksonville, Fla.; WJOE Ward Ridge, Fla.; WNOG Naples, Fla.; WRFB Tallahassee, Fla.; WSIR Winter Haven, Fla.; WTNT Tallahassee, Fla.; WTOT Marianna, Fla.; WVCG Coral Gables, Fla.; WWPF Palatka, Fla.; WDBO-FM Orlando, Fla.; WNDB-FM Daytona Beach, Fla.; WVCG-FM Coral Gables, Fla.; WWPB(FM) Miami, Fla.; *WEDU(TV) Tampa, Fla.; WESH-TV Daytona Beach, Fla.; WJXT(TV) Jacksonville, Fla.; WPTV(TV) West Palm Beach, Fla.; *WTHS(FM) Miami, Fla.; WJSB Crestview, Fla.; WKTX Atlantic Beach, Fla.; WMOP Ocala, Fla.; WNDB Daytona Beach, Fla.; WPFA Pensacola, Fla.; WZEP De Funiak Springs, Fla.; WGOG Walhalla, S. C.; WSNW Seneca, S. C.; WELP Easley, S. C.; WHKP Hendersonville, N. C.; WSSC Sumter, S. C.; KSIX Corpus Christi, Tex.; WBRG Lynchburg, Va.; WSUX Seaford, Del.; WBMI(FM) Meriden, Conn.; *WUNC(FM) Chapel Hill, N. C.; WGAS South Gastonia, N. C.; KSRO Santa Rosa, Calif.; WAVZ New Haven, Conn.; WWDC Washington, D. C.; KRKO Everett, Wash.; KWWL Waterloo, Iowa; WGAN & Aux., Portland, Me.; WGTC Greenville, N. C.; *WWWS(FM) Greenville, N. C.; WSTP Salisbury, N. C.; WSTP-FM Salisbury, N. C.; WBOS Brookline, Mass.; WCOA Pensacola, Fla.; WDEB Pensacola, Fla.; WGGG Gainesville, Fla.; WGRC Green Cove Springs, Fla.; WLAK Lakeland, Fla.; WMMB Melbourne, Fla.; WMEG Eau Gallie, Fla.; WONN Lakeland, Fla.; WSTA Charlotte Amalie, St. Thomas Island, V. I.; WTAN Clearwater, Fla.; WEUC Ponce, P. R.; WHOA San Juan, P. R.; WISO Ponce, P. R.; WKAQ-AM-FM San Juan, P. R.; WKAT Miami, Fla.; WTTB Vero Beach, Fla.; WFLA-TV Tampa, Fla.; *WTHS-TV Miami, Fla.; WTVT(TV) Tampa, Fla.; *WFSU-FM Tallahassee, Fla.; *WTUN (FM) Tampa, Fla.; WBGC Chipley, Fla.; WHBO Tampa, Fla.; WEAT-TV West Palm Beach, Fla.; WMBR-AM-FM Jacksonville, Fla.; WSUN-AM-TV St. Petersburg, Fla.; WMBM Miami, Fla.; WFOY St. Augustine, Fla.; WZRO Jacksonville Beach, Fla.; WKIS Miami, Fla.; WLEO Ponce, P. R.; WMNT Manati, P. R.; WNEL Caguas, P. R.; WPRM-FM San Juan, P. R.; WKAQ-TV San Juan, P. R.; WEYE Sanford, N. C. Ann. Jan. 19.

WEYE Sanford, N. C.—Granted license for am station (BL-8176). By letter, reminded station of sec. 1.328 requirement that application for renewal of license must be filed at least 90 days prior to expiration date of license sought to be renewed. Ann. Jan. 25.

■ Commission granted applications by Wireline Radio Inc., WITT Lewisburg, Pa., and Central Pennsylvania Bcstg. Co., WKVA Lewiston, Pa., for renewal of licenses to extent of renewing both for 15 months, from Feb. 1, with admonishment about previously indicated unauthorized transfer of control of WITT to WKVA, application for which was subsequently dismissed. Ann. Jan. 25.

Rulemakings

■ By report and order, Commission finalized rulemaking in Docket 13755 and amended its rules, effective Feb. 2, to enable noncommercial educational fm stations to engage in subsidiary services of noncommercial nature.

They can apply to use subcarrier transmissions on multiplex basis for such supplemental uses as programming for classroom and other specialized audiences, relaying programs between educational fm stations, remote cueing and other functions relating to station operation, etc. These multiplexed transmissions can be made only simultaneously when main channel is being programmed. They can present material for which only consideration is matter furnished and/or payment of any line charges involved. No commercial announcements or references are permitted. FCC Form 318 will be used in applying for such subsidiary communication authority.

Matter of fm stereophonic broadcasting is subject of separate rulemaking proceeding in Docket 13506 and, to extent noncommercial educational fm broadcasters can demonstrate need for "stereo" operation, this will be considered by commission in connection with that proceeding. Ann. Jan. 25.

■ By memorandum opinion and order, Commission (1) denied petition by Raritan Valley Bcstg. Co., Inc. (WCTC), New Brunswick, N. J., to extent that it requests waivers of sections 1.106(b), 1.354, consolidation of application for hearing in Dockets 13528-13534, and other associated relief; and (2) deferred requests for waivers of sections 3.28(c) and 3.37 until such time as petitioner's application to increase daytime power on 1450 kc from 250 w to 1 kw comes before commission for consideration in conformity to procedures applicable in such cases. Ann. Jan. 25.

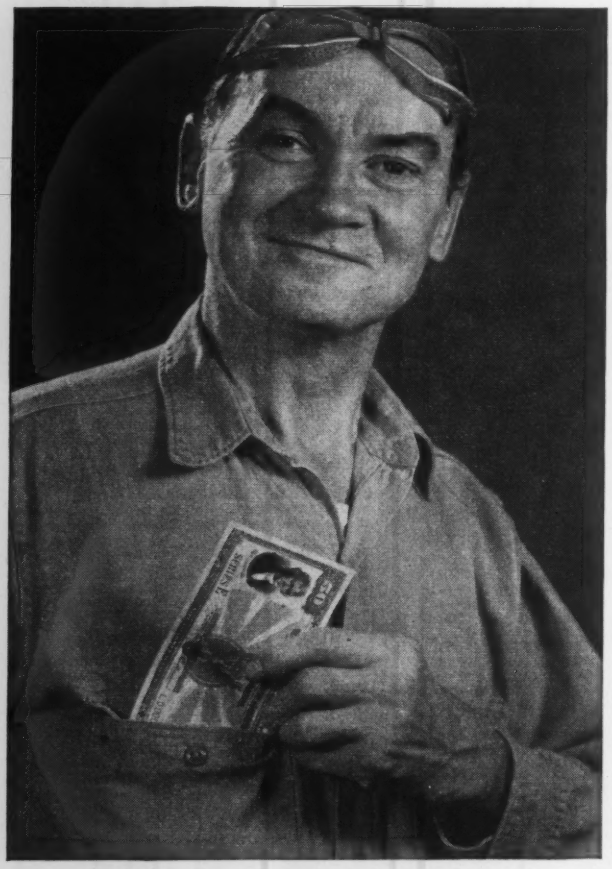
Petitions for rulemaking

Rankin Fite and **Robert H. Thomas, Hamilton, Ala.**—Requests allocation of vhf ch. to Hamilton, Ala. by making following proposed changes: Hamilton, Alabama, present None, proposed 2+; State College, Mississippi, present *2+, proposed None; Nashville, Tennessee, present *2–, 4+, 5, 8+, 30+, 36+, proposed 4+, 5, 8+, *30+, 36+. Ann. Jan. 19.

National Association of Broadcasters, Washington, D. C.—Requests amendment of sec. 3.111(b), 3.281(b), 3.581(b) and 3.663(b) of rules so as to permit use of automatic logging devices by addition thereto of following paragraph:

Automatic recording devices accurately calibrated and with appropriate time, date and circuit functions may be utilized to record required entries in operating log. Ann. Jan. 10.

How 45,000 companies help their employees buy security



45,000 American business firms have put in a valuable service for their employees—the Payroll Savings Plan for U.S. Savings Bonds. Through this plan the company payroll clerk sets aside a certain amount for each participating employee, each payday. Bonds are delivered to employees as soon as they are fully paid for. It's fully automatic, and the easiest way in the world to save.

More than 8 million employees are using the plan, and are saving about $2 billion in Savings Bonds a year. These funds have helped buy homes, finance vacations, assure college educations and provide nest-eggs for retirement.

If your company has not installed the Payroll Savings Plan thus far, contact your State Savings Bonds Director and have him show you how the Plan works. Get his experienced help in presenting the Plan to your organization. Or write Savings Bonds Division, U.S. Treasury Department, Washington, 25 D. C.

Hats off to American Industry!

"American Industry—by promoting the Payroll Savings Plan—has given the Savings Bonds Program its greatest success," says William H. Neal, National Director of the Treasury's Savings Bonds Program.

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ADVERTISING COUNCIL PUBLIC SERVICE

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OUR RESPECTS to Sen. John Orlando Pastore

He turns conflicting views into harmonious agreement

When top network and NAB officials and FCC members appear before the Senate Communications Subcommittee at its Sec. 315 hearing tomorrow (Tuesday), they will be confronted by a chairman whose great passion in such proceedings is cutting through to the heart of an issue and whose record in achieving this aim is uncommonly good.

He is John Orlando Pastore, a short, dapper, somewhat volatile Rhode Islander. As second-ranking Democrat on the parent Commerce Committee, he has headed the communications unit for six years and, in the process, become one of Congress' most knowledgeable men in the field of broadcasting.

Those who have observed him at committee hearings regard him as considerate and fair with witnesses. But he is also described as tenacious in keeping the central issue well in hand. With the skill of a prosecuting attorney, which he once was, he will knife through extraneous argument and discussion; then, acting as a kind of mediator, he will try to bring conflicting views into harmony.

With a witness in the chair whose remarks begin to range far afield, the senator can be expected to jab a forefinger into a section of a bill under discussion and ask, "Is this acceptable? What about the next section? It's not—will you accept a compromise?"

Warm Blood ▪ In the course of his questioning, Sen. Pastore's Latin blood may heat up and his voice rise several decibels in volume, but it's not the witness's hide he's after—it's legislation, or the ideas and proposals on which legislation can be based.

This doesn't mean he cannot explode. A Pastore explosion still ringing in the ears of those who were present occurred at a Commerce Committee hearing in June 1958, when he went off in the faces of the seven members of the FCC (BROADCASTING, June 30, 1958). What caused the blow-up was the commissioners' lack of action in formulating proposals for easing the lot of uhf stations. At that time, the FCC had been wrestling with the problem for four years, and Sen. Pastore felt that was long enough.

But as for the hearing starting tomorrow, Sen. Pastore will probably lend a sympathetic ear to broadcasters' appeals for complete repeal of the equal-time provision in the Communications Act. He said last week that, in view of the "excellent" performance of the networks and broadcasters in covering last fall's presidential and vice presidential campaigns, "Congress can now begin to review" Sec. 315. He said consideration could be given to allowing broadcasters the additional freedom needed to provide the public with coverage of state and municipal issues. But he added quickly, "This, of course, involves many ramifications and implications which have to be studied very closely."

In discussing the broadcasting industry, Sen. Pastore lets it be known that his interest "is not academic or impersonal. I enjoy television and radio," he said last week. "I see many of the programs." The senator has television sets in his homes in Cranston, R.I., and in Kensington, just over the Washington, D.C., line in Maryland. He also has a portable tv set in his Senate office.

Time Scarce ▪ But he doesn't have a great deal of time to watch any of them. A hard-working senator whose staff has to move fast to keep pace with him, Sen. Pastore arises at 6 a.m. and is often on the telephone before 9 o'clock, talking to aides in preparation for the day ahead. His mornings are taken up with committee meetings and talks with staff members, or with playing host to visiting Rhode Islanders, who have been known to descend on him in droves. When the Senate is in session, he can generally be found in or near the floor and, when he finally leaves the Capitol, he is often headed for a trade or business association meeting in Washington.

After 10 years in the Senate, Sen. Pastore is a very respected member of that very exclusive club. Besides his membership on the Commerce Committee, he has seats on such choice committees as Appropriations and the Joint Committee on Atomic Energy. In 1955, he was on the U.S. delegation to the United Nations General Assembly as an advisor on atomic energy matters. And he is now a member of the influential Senate Democratic Policy Committee.

Sen. Pastore
The heart of the issue

Sen. Pastore, who was born in Providence, R.I., on March 17, 1907, reached his present high station after following a long, tough road through Rhode Island politics that began after his graduation from night law school in 1931. He had attended the Northeastern Law School extension classes in Providence after putting in a full day as a claims adjustor for the Narragansett Electric Co.

Perfect Vote Record ▪ In 1934, he ran for a seat in the Rhode Island General Assembly. He won that contest and every election he has entered since. He was reelected in 1936, and in 1937, with his political star beginning to rise, he was appointed state assistant attorney general. With only a two-year interruption (1939-1940), when the Republicans controlled the state, he held that position until 1944.

In that year, with a record as a fair and able state prosecutor behind him, he was nominated for lieutenant governor. And that proved to be a turning point in his career. For a year after he was elected, Gov. J. Howard McGrath was named Solicitor General by President Truman, and Sen. Pastore moved into his state's highest office. In 1946, he was elected governor in his own right, and in 1948, he was reelected.

In 1950, Sen. Pastore was able to make his first run for the Senate. He was elected to fill an unexpired term and, in 1952, he was elected to a full term. In 1958, he was reelected by a plurality of some 99,000 votes.

In 1941, Sen. Pastore married the former Elena Caito of Providence. The Pastores now have three children—John O. Jr., 18; Frances E., 17; and Louise M., 13.

Sen. Pastore used to commute every weekend between Washington and Rhode Island, where he would attend Communion breakfasts, Men's Clubs dinners and a variety of other social functions. But after 10 years, he has given it up. "I will miss it," he says. "But, on the other hand, it will be less taxing on me to remain here on the weekend to rest in comfort and do the work I have to do in preparation for the new week."

Chances are, therefore, that he will be even better prepared than usual when the hearing on Sec. 315 gets underway at 10 a.m. tomorrow.

Live, lively and here to stay

IF the first live pick-up of a presidential news conference is to determine the future of such sessions they are here to stay—at least during President Kennedy's tenure.

Last Wednesday's bold experiment, viewed with grave concern by older heads and even by newsmen, was an outstanding success. There were none of the slips that elder statesmen feared as the whole world heard and most of the nation saw. Mr. Kennedy said these live sessions have the advantage of "providing more direct communication."

While television cameras were focused on the questioners as well as the President, there were no theatrics and no free promotion of news media or news men.

Mr. Kennedy's great success in the television debates motivated his decision to permit the live pick-ups of his news conferences. He is willing to take the risk of an errant phrase or an inadvertent slip. There were none at his maiden conference as President.

The broadcast media stand to benefit. Aside from the natural advantage of instantaneous "publication" of the news sessions, their acceptance should go far in breaking down arbitrary barriers to coverage of congressional and court proceedings. While Senate committee hearings are open to broadcast coverage at the discretion of committee chairman, Speaker Sam Rayburn has barred all live pickups from House committees. Most courts cling to the outmoded concept of denying radio and television access to trials.

The courts and Speaker Rayburn, it seems to us, will be hard pressed to justify arbitrary lockouts of radio and television when the chief executive of the world's foremost power affords them full access to his news conferences.

Spectre of censorship

IT IS NOT improbable that broadcasters along with all media will some day find themselves suffering under censorship that is traceable to a decision reached by the U.S. Supreme Court last week.

By the narrowest of majorities—5-4—the court upheld the constitutionality of motion picture censorship. Broadcasters can take small comfort in the observation of the majority that the decision applied to no media other than movies. As the minority said, in an eloquent dissent written by Chief Justice Earl Warren, "the decision presents a real danger of eventual censorship for every form of communication be it newspapers, journals, books, magazines, television, radio or public speeches."

Of all the endangered media, television and radio, it seems to us, are the most vulnerable. They alone are already licensed by the federal government and their performance already subjected to periodic review. It is not an impassable distance from Supreme Court approval of local censorship, as in the Chicago case decided last week, and an assertion by the FCC of authority over broadcast programming. The Chicago city government claims the right to censor movies on the grounds of protecting the public interest. It is in the public interest that broadcasting is regulated by the FCC.

Last week's Supreme Court decision is the more ominous for broadcasting because of the prevailing mood of the new administration. James M. Landis, the President's overseer of administrative agencies, has repeatedly said that the FCC ought to exert stronger control over programming. Newton Minow, the FCC chairman-to-be, has expressed similar views. We imagine that by now both have committed the Supreme Court's majority opinion to memory.

Do we seem unnecessarily alarmed? Four distinguished members of the court took this minority view:

"Let it be completely clear what the court's decision does. It gives official license to the censor, approving a grant of power to city officials to prevent the showing of any moving picture these officials deem unworthy of a license."

The question under consideration, the minority said, applies to "any city, any state or the federal government."

Do broadcasters need a rallying cry to arouse their interest in this subject? Here is what Justice Douglas wrote in a seperate dissent in which the other dissenters concurred:

"The First Amendment was designed to enlarge, not to limit, freedom in literature and in the arts as well as in politics, economics, law and other fields. Its aim was to unlock all ideas for argument, debate, and dissemination. No more potent force in defeat of that freedom could be designed than censorship. It is a weapon that no minority or majority group, acting through government, should be allowed to wield over any of us.' "

To read the dissenting opinions is to be convinced that the majority decision runs counter to the benchmark cases of the past. Clearly there will be chance for reappraisal by the court. When that chance will come or how cannot now be known. But broadcasters must do what they can to make it come as soon as possible.

The Motion Picture Assn. of America has already announced its intention to seek some kind of relief from the decision of last week. It would be to the benefit of broadcasting if the NAB at least conferred with the movie group to explore ways of joining forces.

Logical move

IT is not in the cards for Charles H. King to remain on the FCC as one of its three Republican members under the new Kennedy administration. His recess appointment terminates the day the incoming Democratic chairman, Newton N. Minow, takes his oath of office—probably in early March.

In the five months Mr. King has served he has endeared himself not only to his colleagues but to the communications fraternity at large. He is a good lawyer, uninhibited by bureaucratic tradition. And he doesn't wear a political label on his shirt front.

While Mr. King's tenure on the FCC is necessarily limited, he is available for appointment to some other agency on which there will be Republican vacancies. The Federal Trade Commission, for example, will have two. Mr. King's appointment to the FTC is being urged even by prominent Democrats who have had occasion to observe his refreshing and authoritative approach to regulatory problems.

We second the motion.

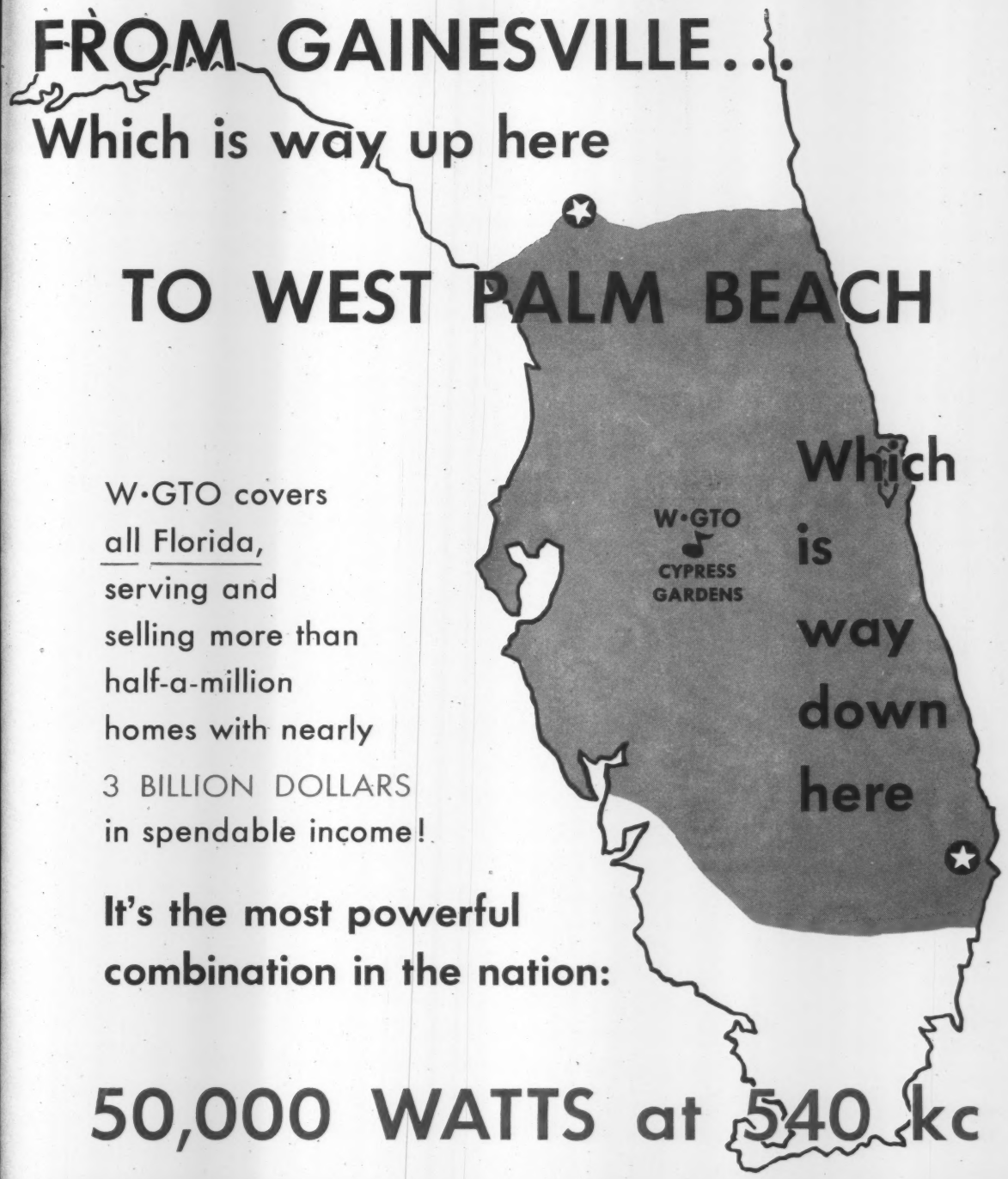
Drawn for BROADCASTING by Sid Hix

"What d'ya mean, 'Business must be booming.' That's our talent costs!"

FROM GAINESVILLE...

Which is way up here

TO WEST PALM BEACH



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